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B. A. L. S. 1921 with
N. W. Ayer & Son

A Happy Story

ONCE upon a time, before the invention of grill rooms and the discovery of roast pork, man lived upon a simpler diet, and was the better therefore. Wheat, often crudely prepared, was eaten generously and without the sacrificing of its elemental body-building, blood-making minerals.

Then, in the progress of the race, the Kellogg Company, of Battle Creek, Michigan, produced Krumbles, a food that contains not only every mineral element of whole wheat, but every bit of its crisp deliciousness. The advertising of Kellogg's Krumbles is teaching mankind again to give its stomachs a chance. In illustration and in copy style it agrees entirely with its clarion call to health, sparkle and vigor for young and old.

Reading it, mothers start the family to school and office fortified with Krumbles. Business men and women order Krumbles for a lunch that satisfies without retarding the mental machine. Yes, reading it, the world and his wife buy Kellogg's Krumbles—much to the satisfaction of manufacturer, grocer, consumer and Advertising Headquarters!

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO





Interborough Fare Turnstile

Turned by New Yorkers 5½ Million Times a Day!

K-ZUG! K-zug! In and out all day long through these Interborough turnstiles pass the readers of Interborough advertising—the city's busy people who *earn* and *buy*. With every station fully equipped, over 2¾ million passengers will pass through these turnstiles twice every day. Posters in the stations and car cards in the trains will keep your product constantly before the eyes of these millions.

INTERBOROUGH

Exclusively Subway & Elevated Advertising

Controlled
by **ARTEMAS WARD, INC.**
50 Union Square, New York City

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXIII

NEW YORK, JUNE 21, 1923

No. 12

Walk-Over Shoe Combines Sales and Credit Departments

George E. Keith Company Tells of Advantages That It Derives in Having These Two Departments under One Head

Based on an Authorized Interview by Henry Burwen with

Ernest A. Burrill

Manager of the Credit-Sales Department of the George E. Keith Company

THE George E. Keith Company, manufacturer of Walk-Over Shoes, is never annoyed by friction between the credit and the sales departments. In fact, the situation is one of the finest kind of co-operation. There is a very simple reason: the two departments are one—they work together as a unit under a single head—the sales manager is the credit manager and the credit manager directs sales.

This arrangement is contrary to the theory generally held in business, which divides authority on the two functions, with the idea of creating balancing forces. The usual way in which the two departments are conducted is well illustrated by the following incident.

A certain sales manager complained to his superior because he had so little authority in the matter of making terms or adjustments with his customers, it being required that such matters be referred to another authority.

"It is to your own best interest and that of the company," he was told, "that your powers in this respect should be limited. A man trying to make a sale is at a disadvantage when it comes to making terms. His disposition is to be too lenient; he is apt to be optimistic regarding the customer's situation, ability, or finances. When the financial phase of the sale must be reviewed and passed

upon by another authority who is away from the influence of the customer, you can be more insistent upon your terms; you always have in the background of your thought that too lenient a proposition may not be approved. Similar conditions hold true in the matter of a complaint or adjustment.

"Get the facts, report them, make recommendations, make tentative arrangements subject to approval, but always have before you the fact that your action must be approved by other authority to prevent you from being too easy. If you have to give the customer less than he wants, you can always blame it on the fellows back in the office and avoid endangering your personal relations with the customer."

In the Walk-Over plan such reasons as these are disregarded and all customer relations are concentrated in one department, called the Credit-Sales Department. This applies not only to credits and selling, but to collections, complaints and adjustments as well.

What are the advantages of this plan? Does it promote sales? Does it facilitate the handling of credits? Does it lead to greater credit losses through putting too strong a sales desire on the credit end, or vice versa? Questions such as these Ernest A. Burrill, manager of the Credit-Sales

Department, answers as follows:

"The most outstanding advantage," said Mr. Burrill, "is that it causes us to look at sales matters with a credit viewpoint and credit matters with a sales viewpoint. Of the two, the latter is, I believe, the more important. I believe there is great opportunity for doing constructive credit work which leads to sales—a kind of work which we do to a considerable extent.

"There are two ways of handling a delinquent account. One is to chop it off; the other is to nurse it. One way says, 'Make him pay'; the other says, 'Help him pay.' Throwing the sales angle into the credit side of the business, we have gone in considerably for 'helping him pay.' I spend a part of my time on the road, and in my dual capacity conversation with customers takes a turn that leads to discussions of sales promotion methods, turnover, financing and stockkeeping. Such things have an intimate relation with the customer's ability to pay and pay promptly. By proper counsel proceeding from the credit viewpoint, we have helped many a customer out of a hole.

AN EXAMPLE FROM NEW ENGLAND

"There was the case of a certain country store in New England. Visiting this customer, whose payments were slow, he expressed some mystification as to why he was not making more progress. His statements showed that for three or four years he had made no gain. I dug into the business. He was doing \$30,000 a year; his expenses he figured were \$6,000 a year, or 20 per cent; his gross profit margin he figured was 27 per cent. On this basis he should have been progressing at the rate of \$2,100 a year.

"While I was in the store I noticed first of all several sales—two pairs of rubbers at \$1 each, which cost 69 cents, at which the proprietor pointed with satisfaction and called attention to the 31 per cent gross; then followed

a sale of shoes at \$3 which cost him \$2.45, at which he didn't point with satisfaction. Here was a gross of only 18 per cent.

"This led me to study the pricing of his stock, and I discovered that instead of an average gross of 27 per cent he was making only 22 per cent. Further investigation developed the fact that his expenses instead of \$6,000 were \$8,000, or 24 per cent. There were certain items which the proprietor had failed to take into account. And of course, as one almost invariably finds with such a condition, there was an overstock of goods, accumulations of odds and ends.

"We set this man on the right track, his payments improved, and from the sales standpoint he was a bigger customer than ever.

WHAT CAREFUL ANALYSIS CAN DO

"If we were to view this case simply from the credit angle, the natural disposition would have been to cut down this man's line of credit, to insist more rigidly upon prompt payment, perhaps to give up the account altogether as unsatisfactory. It is our theory, however, that whenever an account is slow pay, there is some definite reason back of it. Given a store which is doing a reasonable volume of business, say from \$20,000 a year up, and almost invariably, with the right management methods, it can be made to pay its way. Therefore, our first thought when we get a troublesome account is to see if we can't find out what the reason is, and by means of advice or special assistance eliminate it.

"There was another account which gave us trouble. This store was buying of us about \$3,000 worth of merchandise a year, with payments always slow. I went to investigate the trouble. The firm was suffering from bad management. It was owned by a man whose main interest was in a lumber business and who had hired a manager to operate the store. This manager had made away with about \$3,000 of the firm's money. I found that there was a \$25,000 stock on which the firm



The Christian Herald Carries Confidence

The Christian Herald is an institution. It carries confidence and conviction to its hundreds of thousands of readers.

It is not bought lightly for an hour's entertainment. It is subscribed for by the year and read by every member of the family. A copy of the Christian Herald is never too old to be read.

The confidence which its readers have in the Christian Herald includes its advertising columns. Naturally its advertisements carry weight and conviction.

The Christian Herald

GRAHAM PATTERSON, *Publisher*

BIBLE HOUSE, NEW YORK

Watch the Christian Herald editorially

Forms Close 18 Days Before Date of Issue
52 Issues—Subscription Price, \$2.00

owed the bank \$15,000. Sales had been running about \$35,000 a year. There was an apparent equity of \$10,000 in the stock, but a large part of it was poor and unsalable. The owner wanted to sell out for whatever he could get, but I advised him against this because the store was in no condition for him to sell. It would have been hard to find a buyer at all under the conditions. I advised him to try to get the business into a healthier condition first.

A CUSTOMER ADVISED TO REDUCE STOCK

"The most important thing was to reduce the stock. We arranged a budget of buying and selling, cutting the buying down only to 'sizing-in' stock; segregated the depreciated stock, marked it down, and in time got the \$25,000 stock down to \$15,000, which was more nearly its normal figure for the volume of business. This enabled the owner to pay off his debts. Within three years we had the satisfaction of seeing our volume of sales to that store climb from \$3,000 to \$9,000.

"Nine times out of ten when an account becomes slow pay it is because the owner has been buying haphazardly, without records and without any plan. The remedy, then, is not so much to cut off the account, press for payment or threaten suit as to consult with the customer and arrange a buying schedule which will enable him to maintain his variety and sizes, but at the same time to effect a gradual reduction of inventory and enable him to pay his debts. An arrangement we frequently make in such circumstances is to sell the customer \$2 worth of merchandise for every \$4 he pays us. This enables him to continue in business and to make profits which will help him to liquidate his obligations, while at the same time it brings him to a normal condition.

"When we get a new account we look at the credit risk with the idea of its possible sales development. Here, we may say, is a young man starting in with a

limited capital. He has experience, knowledge of the business, a good location. We may take him on, knowing that for a time his payments must be slow, but expecting that because of his character and experience he will work himself out of such a situation. From a purely credit standpoint such an account might be undesirable; from the combination viewpoint of sales and credit it is highly desirable. We might have to bear with this man for a couple of years, but at the end of that time he would probably be taking discounts.

"In our collection work the sales viewpoint helps. I don't mean to say that we try to make our collection letters sales letters, that they all should end up with the hope for future orders and so on. That sort of thing, I believe, weakens a collection letter, which should concentrate on its job of bringing in the money or finding out the reason why the account is not paid. But such instances as the following are frequent.

"There was an overdue balance of \$15 on one account. The collection manager, in looking up the delinquent card (which showed the record of past delinquencies), found it absolutely bare with the exception of this one \$15 item. He brought it to my attention and I wrote a letter to the customer congratulating him on having had but one entry on the delinquent card through all his years of dealing with us, and that only a little item of \$15, which had doubtless slipped by through some error. The man actually had this letter framed; he was mighty proud of it, for it was a testimonial to a splendid financial record. Contrast this with a formal credit department letter reading 'Your account of \$15 is overdue; please remit.' This is what I mean by getting the sales angle into collection letters.

"We take into consideration the personal conditions. I have an assistant who specializes on credits and collections, another on sales. We are all close together, in the same office, con-

(Continued on page 190)



"Ain't this razor th' hot pup?"

"You said it! But what you gonna do with it?"

"S-a-y! Funny Cracker! I betcha I got a worse beard 'n you, and you've been shaving a year!"

"Yeah! Look out, or you'll step on it—Beaver! Whadda do with it nights—put it in your parjama pocket?"

It's a big event in a boy's life when Father Time calls "first down" on him. Then a razor is the thing he must have. And he'll get *your* razor if you only tell him about it in time.

Half a million little shavers, averaging 15½ to 16 years in age, are avid readers of

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in All the World"

Every month they look to it for friendly counsel—and are not disappointed.

Whiskers are just beginning to peep over the horizons of these half-million lives. Even while you read this, thousands of these boys, going away to school this fall, who have been using dad's or brothers' razors, are debating the purchase of their own razors. Now is the time for your advice in the proper selection. If your razor scores first the chances are it will score regularly all down the years.

Get in the game in the September issue. Copy should reach us not later than July 15th.

THE SPRAGUE PUBLISHING CO., Detroit, Michigan

(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York

1418 Lytton Building, Chicago



Bush House, at the head of Kingsway—the magnificent new structure just erected by the Bush Terminal Company of New York.

For American manufacturers selling in England —an enlarged service

*Increased number of clients has brought
expansion of our London Office.*

AFTER four years of steady growth, with an organization already serving nine manufacturers selling in England, the J. Walter Thompson Company announces its removal in London on June 1 to its new and enlarged quarters in Bush House.

Concentrated in a territory barely the size of our New England States, the United Kingdom today has a population of 47,000,000—a market representing an even greater per capita wealth than the United States and equal in size to the

entire population of this country in cities of over 5,000. It is a market capable of absorbing great quantities of merchandise, and easily reached.

Yet there are to-day but few American manufacturers systematically cultivating this market. One American business man, who has organized a business in Europe, said recently to a fellow American traveling abroad:

"England and the Continent are virgin soil for many American advertised products. They are only just starting over here to apply the methods that have built package merchandising in the States. There are pioneer profits to be made."

For developing this additional outlet, the largest single market in the world after the United States, or if you are already established in the United Kingdom but are desirous of expanding your present volume in the British Isles, the J. Walter Thompson Company in London offers a complete and unique service, combining a thorough knowledge of well tried American methods with an on-the-ground familiarity with local conditions.

We shall be glad to discuss with you at any of our offices, in New York, Chicago, Boston, Cincinnati, Cleveland or San Francisco, your opportunity in this market.

J. WALTER THOMPSON COMPANY

Advertising

NEW YORK	CHICAGO	BOSTON	CINCINNATI
CLEVELAND	SAN FRANCISCO	LONDON	

Supreme Court Maintains Mennen's Contention on Legality of Trade Discounts

Federal Trade Commission's Application to Review Decision of Circuit Court Denied

AFTER more than a year's litigation the Federal Trade Commission's test case against the Mennen Company, in the matter of trade discounts has been ended by a decision rendered by the United States Supreme Court. This decision denies the Commission's application requesting the Supreme Court to review the decision of the Circuit Court of Appeals in New York City, rendered March 13. The later decision dismissed the Commission's order that the Mennen Company grant discounts on quantity alone, irrespective of the functions performed by the purchaser.

This case is of widespread interest and significance. While the litigation was conducted in an entirely friendly spirit, the Mennen Company being singled out merely because it followed a definite policy of granting discounts to customers rendering a special distributing service, the outcome was of great importance since it establishes a precedent which the courts are likely to recognize in future cases. Every manufacturer who allows different classes of discounts to distributors and consumers, one set applying only to wholesalers, another to retailers, another to consumer-buying organizations, is directly concerned. Wholesalers, retailers, chain stores, buying syndicates and other distributive factors are also affected by the decision.

The original complaint of the Federal Trade Commission was issued late in 1921. An order to cease and desist was issued on March 3, 1922. In this order the Commission ruled that a manufacturer must sell his merchandise, provided the goods are of like quality, at one price, for similar quantities, to all purchasers. If that is not sufficiently lucid per-

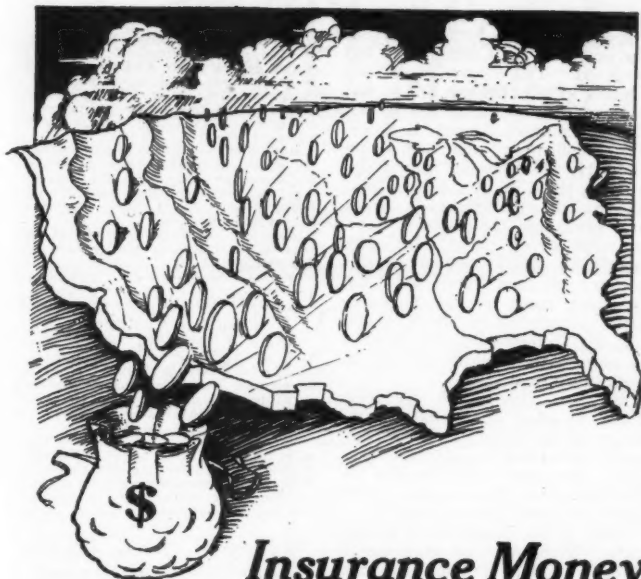
haps the following example will put the matter in a clearer light.

Suppose the Mennen Company sells an order of a hundred gross shaving cream each to a jobber, a chain store, a retailers' buying organization and perhaps a consumers' buying organization. Inasmuch as the Mennen Company has adopted a system of discounts based on a classification of the services rendered by purchasers, the various groups mentioned would pay different prices for the shaving cream, even though each bought the same quantity.

This was the bone of contention. The Mennen Company believed it was entirely within its rights when it granted trade discounts not on the basis of quantity but in accordance with the distributive function of the purchaser. The Commission argued that a manufacturer was not legally entitled to this privilege. It claimed that a manufacturer could vary his price schedules only for quantity, actual differences in cost of transportation, and various other elements which the Commission inferred from an interpretation of the Federal Trade Commission Act and the Clayton Act. Accordingly, the Commission ordered the Mennen Company to cease and desist from any discrimination based on customer classification in allowing quantity discounts.

On October 19, 1922, a petition against the ruling of the Federal Trade Commission was filed at a hearing before the Circuit Court of Appeals of the Second District. Counsel for the Mennen Company asked that the Commission's order be reviewed and set aside.

In March, 1923, in a decision written by Judge Henry Wade Rogers, and concurred in by Judges Manton and Mayer, of the



Insurance Money Rolls Into Des Moines

Des Moines as an insurance center is second only to Hartford. More than 40 great insurance companies have their home offices here, drawing a continuous flow of money from every corner of America.

In Des Moines over 9,000 insurance company employees receive more wages every week than the combined factory payrolls of the next two largest manufacturing cities in Iowa.

Winter and summer, good times and dull, these nine thousand Des Moines insurance workers are always employed at good salaries.

Des Moines is the key city to the great Iowa market of two and a half million people.

Make the Des Moines Register and Tribune the backbone of your Iowa campaign. It reaches 97% of the homes in Des Moines and circulates in every one of Iowa's ninety-nine counties.

Des Moines Register and Tribune
134,284 Daily **124,620 Sunday**
 M. & E.

Net paid average six months ending March 31st

New York	Chicago	Detroit	St. Louis	Pacific Coast
I. A. Klein	Guy S. Osborn	Jos. R. Scolaro	C. A. Cour	R. J. Bidwell Co.

United States Circuit Court of Appeals for the Second Circuit, the order of the Commission was reversed. The Commission then applied to the United States Supreme Court for a review of the Circuit Court of Appeals decision. The application was denied on June 11, the Supreme Court upholding the Circuit Court in dismissing the Commission's order and sustaining the Mennen Company at every point. In other words, the highest court of this country decided there was not sufficient merit in the Commission's contention to justify granting the Commission's application to argue its contention before the Supreme Court.

By this action, the Supreme Court in effect holds that the decision of the Circuit Court of Appeals, sustaining the Mennen Company, incontrovertibly settles the law regarding the fairness of the Mennen Company's price policy.

This is the bare outline of the case. More detailed information will be found in the following PRINTERS' INK articles: December 22, 1921, page 17; December 22, 1921, page 142; March 23, 1922, page 112; March 30, 1922, page 17; November 9, 1922, page 108, and March 22, 1923, page 33.

Rhey T. Snodgrass, Publisher, "Wisconsin News"

Rhey T. Snodgrass has been appointed publisher of the Milwaukee *Wisconsin News* and *Sunday Telegram*. He was formerly president and treasurer of Snodgrass & Gayness, Inc., New York advertising agency. More recently Mr. Snodgrass has been with the advertising staff of *Cosmopolitan*, New York.

New York "Telegram" Ap- points Lorenzen & Thompson

Lorenzen & Thompson, Inc., publishers, representatives, New York and Chicago, have been appointed national advertising representatives of the New York *Evening Telegram*.

J. E. D. Benedict with Thresher Service

J. E. D. Benedict, who has been assistant secretary of Frank Seaman, Inc., has joined the Thresher Service Advertising, New York, as an account executive.

Kelly-Springfield Changes

Following the recent reorganization of the Kelly-Springfield Tire Company's general sales department, W. H. Bell has been made sales manager in charge of branches and organization, and T. S. Lindsey sales manager in charge of branch and manufacturers' sales.

Both men have been associated with the Kelly-Springfield sales department for a number of years. Mr. Bell until recently was assistant general sales manager and Mr. Lindsey was manager of branch sales.

Maurice Switzer, vice-president, will continue to supervise the general sales department.

E. T. Meredith Heads "On-to- London" Committee

Edwin T. Meredith, former Secretary of Agriculture, and publisher of *Successful Farming*, *Fruit, Garden and Home* and *The Dairy Farmer*, has been appointed chairman of the "On-to-London" Committee of the Associated Advertising Clubs of the World.

Mr. Meredith, who has long been active in the work of the Associated Clubs and who was at one time president of the association, will have charge of America's participation in the 1924 convention of the association at London.

William H. Johns, Director, Brooklyn Rapid Transit

William H. Johns, president of the George Batten Company, Inc., New York, has been made a director of the Brooklyn Manhattan Transit Corporation, a new organization formed to take over the Brooklyn Rapid Transit Company which has been in receivership for the last three and a half years.

Hoyt's Service, Inc., Changes Name

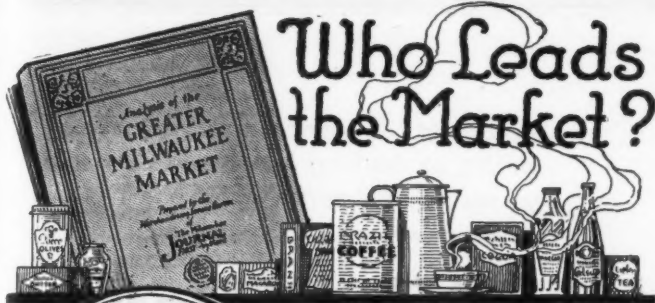
The corporate title of Hoyt's Service, Inc., advertising agency, New York, has been changed to the Charles W. Hoyt Company, Inc. The staff and personnel and the branch offices at Boston and Springfield, Mass., and Cleveland, remain the same.

R. A. Robinson Joins Crowell Publishing Company

Raymond A. Robinson has joined the promotion department of the Crowell Publishing Company at New York. Mr. Robinson recently was assistant sales and advertising manager of the Packard Motor Car Company of Philadelphia.

Gulbransen Account with Ben- son, Gamble & Crowell

The Gulbransen-Dickinson Company, Chicago, manufacturer of Gulbransen player-pianos, has placed its advertising account with Benson, Gamble & Crowell, Chicago advertising agency.



Who Leads the Market?

Volume 6 Package Goods Sold Through Grocery Stores

Coffee: Bulk, Package
Coffee, Substitutes: Bulk, Package
Tea: Bulk, Package
Cocoa: Bulk, Package
Breakfast Foods: Wheat, Bran,
Oats, Corn, Miscellaneous
Flour
Cake Flour: Prepared, Instant
Pancake Flour
Baking Flour
Macaroni, Spaghetti and Noodles
Butter Substitutes
Corn Starch
Shredded Coconut
Chocolate
Flavoring Extracts
Salad Dressing
Catsup
Pork and Beans
Mustard: Dry, Prepared
Canned Milk
Soup
Chocolate Malted Milk
Gelatine Desserts
Syrups
Mincemeat
Jams and Jellies

GETTING consumers to buy your product is the best way to help dealers sell it. Make consumers want it—direct your advertising effort to the consumer to win brand leadership. This is one of the many important facts disclosed by The Journal's market surveys on the buying habits of a half-million consumers.

The Journal's Survey on "Package Goods Sold Through Grocery Stores" discloses the eating habits of the half million people in the greater Milwaukee market—122,694 families whose annual expenditure for provisions exceeds \$155,200,000.00—typical representatives of the great American family. Nearly every foodstuff is sold in packages nowadays—and the family is the greatest buyer of package goods in the world. Here are a few of the many important facts covered on all products listed:

- Number and percentage of people or families using each group of products.
- Number and percentage of people or families using each brand.
- List of brands in the order of popularity as indicated by volume of sales.
- Total consumption of each product.
- Per capita consumption of each product.
- Dealer distribution.

NEVER before have you seen a consumer survey as complete and valuable as this. Order your copy now—a charge of \$2 per volume will be made, to partly defray the cost of production.

The Milwaukee
JOURNAL
FIRST—by Merit

Who Pays to Advertise?

ADVERTISING is a method of selling goods which, without increasing their merit, increases their cost," said Judge Henry G. Ward of the United States Circuit Court of Appeals, in handing down a recent opinion.

Every reader of Printers' Ink knows that the Judge is completely wrong. But many of the millions who read advertisements, and know nothing about advertising, will be ready to accept his statement if it goes unchallenged.

Scammon Lockwood, in his article "Who Pays to Advertise?" answers Judge Ward in this week's Collier's. He

shows why advertising is something more than a mere method of selling goods; and why, instead of increasing costs, advertising actually lowers them.

In providing a national audience for Mr. Lockwood's contradiction of Judge Ward's statement, Collier's is rendering a service not only to advertising, but to the alert, substantial millions who buy America's goods. Reading it they will know that advertising is an economic force that works for their benefit; and they will know why.

*"Who Pays to Advertise?"
has been printed in a booklet
which will be sent on request.*

Collier's

THE NATIONAL WEEKLY

in more than a million homes

The Crowell Publishing Company

381 Fourth Avenue,
New York, N. Y.

May Advertising in Chicago

This statement of display advertising for the month of May, 1923, is striking evidence of The Chicago Daily News' leadership in the six-day field in the following important classifications:

Books - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 13,352 lines. The next highest score, The Daily Tribune and Sunday Tribune combined, 7,581 lines.		6 days against 7
Churches - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 8,269 lines. The next highest score, The Daily Tribune and Sunday Tribune combined, 1,392 lines.		6 days against 7
Department Stores - - - -	THE DAILY NEWS	FIRST!
The Daily News, 574,145 lines. The next highest score, The Daily Tribune and Sunday Tribune combined, 346,349 lines.		6 days against 7
Foodstuffs - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 70,285 lines. The next highest score, The American, 59,321 lines.		6 days against 7
Furniture - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 98,137 lines. The next highest score, The American, 73,536 lines.		6 days against 6
Household Utilities - - - -	THE DAILY NEWS	FIRST!
The Daily News, 12,247 lines. The next highest score, The American, 7,012 lines.		6 days against 6
Opticians - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 4,705 lines. The next highest score, The Daily Tribune, 3,567 lines.		6 days against 6
Out of the Loop Stores - -	THE DAILY NEWS	FIRST!
The Daily News, 74,537 lines. The next highest score, The American, 25,016 lines.		6 days against 7
Real Estate - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 13,699 lines. The next highest score, The Daily Tribune, 11,971 lines.		6 days against 6
Total Display Advertising -	THE DAILY NEWS	FIRST!
The Daily News, 1,420,625 lines. The next highest score, The Daily Tribune, 1,076,962 lines.		6 days against 6

THE DAILY NEWS

FIRST in Chicago

Figures supplied by The Advertising Record Co., an independent audit service subscribed to by all the Chicago newspapers.

How McQuay-Norris Takes Guess-work out of the Advertising Appropriation

Planning Yearly Expenditure on Progressive Basis

ONE of the biggest problems the directors of the McQuay-Norris Manufacturing Company had to solve soon after that concern started making piston rings in St. Louis about twelve years ago was whether they should advertise.

After much careful consideration the directors ruled that W. K. Norris, president of the company, might, as an experiment, spend \$700 for advertising. The outlay was regarded as experimental because of the then peculiar nature of a piston ring from a merchandising standpoint. If had no eye appeal, few people knew there was such a thing, only an expert could attach it to a piston, and when it was in working order nobody ever thought about it anyway.

Mr. Norris exceeded his authority somewhat and contracted for twelve full-page advertisements to appear in a certain business paper at a total cost of \$1,056. Mr. Norris is described by a leading St. Louis business man as "a person with an advertising heart." Be that as it may, he had so much faith in what advertising could do—although for a long time it was a case of faith without works—that he decreed every piston ring sent out by the factory thereafter should bear a specified advertising tax and that the presentation should be made in consumer mediums as well as in business papers.

"A certain number of cents realized from the sale of each piston ring," Mr. Norris says, "goes into our advertising fund. A single piston ring is a very small sales unit, but not so small that each could not have a definite part in the advertising program. At first the appropriation produced by this means amounted to only a few hundred dollars. But since then it has been permitted to work out

and increase in a natural way year by year until our outlay now is well up into the hundreds of thousands. In other words, advertising gets its full share of our earnings, no more and no less.

BUSINESS CONDITIONS NOT THE CONTROLLING FORCE

"We proceed on this basis because we believe advertising is a business-building force and therefore should be employed consistently and steadily. The amount of the outlay should not be determined altogether by 'conditions.' I mean by this that if business is on a boom and we are simply overwhelmed with orders we should not depart in the least from our regular advertising program because of any foolish idea that we could get along with less on account of the big business we were enjoying. Suppose on the other hand that things should go bad all at once. In such a case we would not get scared and jump head over heels into spasmodic advertising, thus making a life-and-death struggle for business.

"We do not claim to know all about advertising, but our experience has taught us that the best way is to pursue a middle-of-the-road course and to have a clean-cut program that is going to be persisted in.

"The reason so many advertising appropriations are boosted up and down in such an arbitrary way is due to the fact that they are decided upon unscientifically. Somebody thinks the concern will need about so much money for advertising during the coming year. Maybe more is needed and maybe less. We believe the best way is to charge up each sales unit with its full share of the advertising expense.

"The amount of money we are

to spend for advertising in any one year is based primarily on the sales of the preceding year, and to this figure there is added the same percentage of what we expect to sell during the coming year.

"Suppose a million piston rings are sold in one year and that we set our mark for the following year at two million. These figures of course have no relation to the present sales, being brought in here merely for purposes of illustration. In making up the advertising appropriation for the new year, therefore, we have a certain definite sum represented by the advertising tax on a million piston rings. In addition we levy a similar tax on the million we expect to sell.

"Then a liquid advertising program is made out providing for the expenditure, during the coming year, of the prescribed percentage accruing from the sale of two million piston rings. If any one month's sales fall below the quota necessary to make the sale of two million rings during the year, the advertising for the next month is reduced accordingly—10 per cent, 15 per cent or whatever it may be. If the sales come back, then the advertising expenditure is increased for the next month in exactly the same proportion. It has been a common experience for the sales to go considerably above the necessary quota in a month. This does not increase the advertising appropriation. But the increase of course has its full effect in deciding the extent of the next year's outlay."

Mr. Norris is an enthusiastic advocate of the idea of advertising retail prices. Everybody who reads his company's advertising knows exactly what piston rings cost. Obviously there can be no profiteering or overcharging when the buyer knows the retail price in advance.

Young & Ward to Represent "College Humor"

College Humor, Chicago, has appointed Young & Ward, Chicago, its advertising representatives.

The Outlook Company Appoints Raymond B. Bowen

Raymond B. Bowen has been appointed vice-president and business manager of The Outlook Company, New York, publisher of *The Outlook*. Mr. Bowen has been New England advertising manager of *The Nation's Business*, Washington, with headquarters at New York. He was at one time with Fuller & Smith, of Cleveland.

Arthur E. Carpenter, previously business manager of the *Dairymen's League News*, Utica, N. Y., has joined *The Outlook* as advertising manager.

Emery Huston Heads Indianapolis Advertising Business

Emery Huston, vice-president of the Lexington Motor Company, Connersville, Ind., and for the last ten years in charge of the advertising of that organization, has been elected president of the Bureau of Direct Advertising, Inc., Indianapolis, succeeding Samuel A. Frommer. The interest of the latter was purchased by Mr. Huston and others.

Hardwood Lumbermen Meet at Chicago

The National Hardwood Lumber Association held its twenty-sixth annual convention at Chicago, June 13 to 15.

The chief topics of discussion at the convention were standardization and the adoption of a code of practice. The various officers of the association were re-elected at the last day's meeting.

Joins Honolulu "Star-Bulletin"

J. Bernard Shiffer has been appointed promotion manager and art director of the Honolulu, Hawaii, *Star-Bulletin*. His advertisers' service at San Francisco, conducted under the name of J. Bernard Shiffer & Staff, will be continued. Mr. Shiffer was formerly art and service director of the Union Lithograph Company, also of that city.

International Correspondence Schools Advance P. V. Barrett

Paul V. Barrett, for the last seven years assistant advertising manager of the International Correspondence Schools, Scranton, Pa., has been advanced to the position of advertising manager. He has been with this organization for more than nineteen years.

Hampton Shops Account for George Batten Company

The Hampton Shops, manufacturers of period furniture and interior decorations, have appointed the George Batten Company, New York, to direct their advertising.

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"Mr. Jones Is in Conference"

Three-fourths of the Talk That Goes on in Any Meeting Might Better Remain Untalked

By Charles Austin Bates

AS the Credit Manager went out, Miss Underwood entered and laid on the President's desk the card of S. M. Bass, General Manager, Consolidated Fish-hooks Corporation, saying as she did so: "I told this gentleman you were in conference, but he wouldn't wait. Says he'll probably write you."

"Holy mackerel and gosh all hemlock," exploded the President "Conference—conference? Why I was only just telling Mac how I made a two on the fifth and then dropped four Silver Kings into the lake on the sixth yesterday! Why I've been trying for two years to get that man into this place. I've used every bait and lure known to the piscatorial art of business, and here when he tried to jump right into the boat, you shoo him off with a conference."

"Don't you know, Miss Underwood, that I never have conferences? I may have one or two people in for a little talk, but that isn't a conference, and one customer or one good prospect in the office is worth a hundred yards of talk. A talk-fest is only a talk-fest, but a good customer is the golden egg."

"When you go out, please blue-pencil that word conference in your dictionary, and while you are about it, look up Roget's Thesaurus for all the synonyms and cross out those, too. The only excuse for springing a conference on a caller is because he is a life insurance salesman or a man with a bill you don't want to talk about just then."

"Show me an organization addicted to conferences and I'll show you a lot of time wasters and buck-passers. Most so-called conferences are convened because the man who ought to decide things hasn't brains enough or nerve enough to do it."

"I think you would better bring in your book and I'll dictate a

treatise on not holding conferences. Make a copy for each department head—and don't forget one for Miss Bell on the switch-board."

WHEN GOODS CAN BE MOVED BREAK UP THE CONFERENCE!

The President dictated an expurgated résumé of the foregoing and then continued:

"Hereafter, let's never tell anybody that anybody is 'in conference.' Let us have it understood that not even a directors' meeting is sacred and that it may be interrupted if the interruption will help move goods. If the man who can say the word to expedite a shipment or close a sale, is in a meeting of any kind, drag him out long enough to say that word."

"Three-fourths of all the talk that goes on in any meeting might better remain untalked, anyway. When two or more heads of departments whose work overlaps, or interlocks, are gathered together to devise ways to lubricate the wheels, that isn't a conference, and any foreman, shop-man, shipping clerk, or plain clerk who needs instruction or elucidation of an order, must be free to break in and ask for it."

"And let's make these gatherings as seldom and as short as possible."

"If you think you have something to say to one or more men in the organization, write it. Writing out a question frequently answers it. Many an idea you could talk about for an hour dwindles to impracticability if you state it plainly on paper, and so you waste on it no one's time but your own."

"Earnest Elmo Calkins, in a recent article, said that one advantage in being deaf was that one doesn't have to listen to a lot of useless talk."

"When you have a brilliant

thought on policies or practice, dictate it. When it is written, study it, follow it mentally in its workings until it runs into obstacles and objections. Let it cool overnight. Discuss it with yourself. Hold a self-contained conference on it. By the time you get through, you will have decided against it, or condensed it to an irreducible *residuum*. Time enough then to talk about it to someone else.

WHERE SOME EXPENSE COMES IN

"How much money do you suppose it costs us for our salesmen's time waiting in the outer office while 'Mr. Jones is in conference'? How many extra re-calls must they make when they cannot wait until Mr. Jones finishes telling the 'conference' how many more miles he gets to the gallon than the other conferees, or how he talked the officer out of it in Freehold?

"It is characteristic of conferences that the man who has the fewest practical thoughts is the one who does the most talking and will argue longest and loudest in favor of or against a trivial detail.

"I know of a special directors' meeting called recently to consider a revision of the by-laws of their corporation. It seems that one of them, after being on the board for several years, suddenly conceived the idea of reading the by-laws. The concern had operated smoothly under these by-laws for over fifteen years and they probably had been referred to on an average of once a year during that time. But this director found several things in them that he did not like and the meeting was called. The time of seven men was occupied for two hours and various amendments were adopted. When it was all over, it occurred to one director that the revision should be submitted to the corporation's counsel for approval, with the result that the board was informed that the items found objectionable had been included in the original draft of the by-laws by the counsellor, because the statutes of the

State expressly provided that they must be. So the net of *that* conference was the waste of an afternoon by seven men—and a fee to the attorney.

"Another corporation I know of has among its by-laws one which provides that no contract involving the expenditure of over \$5,000 shall be entered into except upon resolution of the board. This concern uses about one hundred and fifty thousand dollars' worth of raw materials per month, and it is frequently necessary, or advisable, to buy from one to six months' supply of the principal ones. Therefore, at each meeting of the board the factory manager asks authority to buy this, that or the other. He is the only one who knows what he needs and is the only one who really studies the fluctuating markets.

"What happens is that after much discussion, which usually drifts into world markets for material entirely foreign to this business and perhaps extends to conditions in Russia and the immigration laws, a resolution is passed authorizing the factory manager to buy, or contract for, such quantities of certain materials as in his judgment are needed, when he pleases, and at prices satisfactory to him. Meanwhile, he has been an hour or so in conference, and his department heads have been unable to reach him.

"A long time ago, out in Indiana, the Honorable Sim Coy was a political boss. On occasion, Sim used to say: 'The fewer people we have in these here politics the better it'll be done.' It is told of the late H. H. Rogers that his longest speech in a directors' meeting was usually: 'Stop the talk—let's vote.' These two practical men, each eminently successful in his own line of endeavor, did not believe in conferences."

Quaker Oats Trade-Marks Chicken Feed

The Quaker Oats Company, Chicago, has named a new poultry feed, the "Early Bird." Application for registration of the trade-mark was recently made, although no advertising of the product is intended.

Philadelphia

leads the country in Dry Goods Sales Increase

According to the report of the National Retail Dry Goods Association of nation-wide retail sales conditions, an increase in sales of 34.50 per cent. is reported by Philadelphia retail dry goods and department stores for May, compared with the same month last year.

This is a record for the country.

Philadelphia ..	34.50%	St. Louis.....	13.22%
Cleveland.....	26.10%	Richmond.....	7.70%
Chicago.....	24.00%	New England..	7.00%
San Francisco .	17.65%	Minneapolis...	2.75%
Dallas	15.40%	Kansas City ...	2.61%
New York	13.80%		

In Philadelphia there are over 18,000 Retail Apparel and Dry Goods stores.

Nearly every Philadelphia store that advertises uses The Bulletin.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923—505,098 copies a day.

New York—Dan A. Carroll, 150 Nassau St.

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.

London—M. Bryans, 125 Pall Mall, S. W. 1

Paris—Ray A. Washburn, 5 rue Lamartine (9)

(Copyright, 1923—Bulletin Company)

Analysis Typical Two Weeks "Good Cheer in the Home"

THE local and national standing of Mabel Bates Williams, "Good Cheer" Editor of The Oklahoma Farmer-Stockman, and the object and broad accomplishments of her work, were sketched in a previous announcement. This is a cross-section of part of her correspondence

Part of Two Weeks' Correspondence

Memo from Mabel Bates Williams, Editor

Referred several letters from prospective mothers to our "Baby Specialist," who replied in detail.

Sent a mother bulletins on raising the baby and showed her how to keep up with the child's growth.

Obtained a sweet little girl for adoption by a woman whose daughter had recently died, and whose mother-love could not be extinguished.

Sent three-page letter to widow with little child advising her not to go to Mexico to teach school, and showing her how it would be better to stay in Oklahoma and build up a modern school.

Sent six "table-blessings" to a newly-married woman to be used at meals.

Wrote long letter to woman who had wayward boy, advising her how to bring out the best in him and not send him to a reform school.

Wrote six letters for information for man who desired to place an old lady in a good "Old Ladies' Home."

Advised woman of methods of making money to support a husband with tuberculosis, now in a sanitarium.

Told man where to buy steam pressure cooker with which to can a whole beef. Also informed him where he could buy glass jars.

Sent long list of descriptions of games to secretary of farm women's club for community party.

Wrote letters to prize winners in a letter contest regarding hot lunches in rural schools.

Sent directions for making fireless cooker to use in connection with hot school lunches.

Advised woman to buy steam pressure cooker, as the only safe method of canning meat.

Wee Correspondence Through me"ne Oklahoma Farmer-Stockman

Wrote advising woman not to go into stock-raising business unless she had made necessary preparations to insure success.

Six letters connected with program of Oklahoma County Federation of Farm Women's Clubs. (Mrs. Williams is President of the Federation.)

Found where girl could send paper flowers to a Woman's Exchange and told her the rules and regulations.

Purchased community song book for a man who could not find one locally.

Bought patterns of cloth animals at downtown stores for country women to use in making Christmas presents.

This is but a cross-section of *some* of the letters. In addition is Mrs. Williams' personal contact among farm women right in the field. She is not a swivel chair artist, a thing apart. Mabel Bates Williams is a living, breathing reality to thousands of Oklahoma farm women.

Her "Good Cheer" department is recognized as among the best balanced and the most advanced programs in the entire farm paper group.

What a privilege it is that dependable advertisers may cash in upon the receptive reader attitude resulting from Mrs. Williams' earnest and exceptional ability. Write for booklet "Broadcasting Sunshine into Farm Homes."

The OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr.

Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.

THE OKLAHOMAN & TIMES—RETAIL SELLING

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Atlanta San Francisco

Effective July 1st, 1923

**The New Rates
for
Advertising
in
The American Weekly**

Are

Black and White (Per Agate Line) **\$7.00**

Inside Pages **\$14,000**
(Printed in Three Colors and Black)

Back Cover Page **\$15,000**
(Printed in Three Colors and Black)

Center Spread **\$28,000**
(Printed in Three Colors and Black)

Comic Section—
½ Back Page, \$8,000


The American Weekly

A. J. KOBLEB, Mgr.

1834 Broadway, New York

If you want to see the color of their money, use COLOR—A.J.K.

The Shipping Board—A Selling Problem as Lasker Sees It

An Interview with the Retiring Chairman of the Shipping Board in Which the Problems and Accomplishments of the Board Are Discussed

By James True

EARLY in the year, when the Independent Offices Appropriation Bill had its hearing before the Subcommittee, the activities of the Shipping Board became "good copy" for the newspapers and were considered live news until after Congress refused to adopt a policy favorable to ship subsidy. Now the resignation of Albert D. Lasker, effective June 19, as Chairman of the Board, and the appointment of E. P. Farley as his successor, have revived interest and stimulated comment.

Most of the newspaper articles consider the activities of the Board, during the two years of Mr. Lasker's chairmanship, as concerned almost entirely with shipping. An interview with Mr. Lasker a few days ago, brief talks with several chiefs of departments, and a delving into records, all invariably indicate that the greatest problem of the Board was one of merchandising.

Correspondence between President Harding and Mr. Lasker shows that the latter hesitated to accept the Chairmanship of the Board, protesting his lack of knowledge of the technicalities of merchant marine administration. But undoubtedly President Harding knew that the work required the intensive study and energy of an organizer and merchandiser, rather than the services of an expert shipping executive.

"In June, 1921," Mr. Lasker said, "when I accepted the chairmanship, the total investment of public funds by the Shipping Board was approximately three times that of any commercial enterprise ever organized, if historical records are correct. The administration of the fleet was incompetent, and the deficits in operation were averaging \$16,000,-

000 a month. No accounting system worthy of the name existed. A residuum of about \$150,000,000 for war claims remained to be settled, and no adequate record existed. Millions of items of both material and securities were scattered over the country and located at over 400 points. Inventories were either faulty or non-existent.

"The first necessity was organization, finding the men competent to manage the vast undertaking of inventorying hundreds of millions of dollars' worth of property, and who were willing to make the sacrifices required by the work. Then when we knew what we had to sell, we were faced with the problem of disposing of a great deal of property, valuable in a war-time emergency, that had little or no peace-time value. Furthermore, there were many items for which there were exceedingly few possible purchasers in the world.

WHAT THE SHIPPING BOARD HAD TO SELL

"We not only had to dispose of ships, drydocks, equipment, shipyards, real estate, and many other kinds of property, besides millions in securities, but we also had to sell the United States Lines to the public and the shippers of all countries. Our great problem was one of merchandising, of highly specialized selling in many unusual lines. And so far as the fleet was concerned, our difficulties were multiplied because the Shipping Board had lost the confidence of American exporters, and competitors had been using the inadequacy of the service as effective arguments against its use by both American and foreign shippers."

Investigation shows that Mr. Lasker had but very mildly stated the adverse conditions under which

he began his work with the Shipping Board. The records indicate that on July 1, 1921, there were 1,522 steel and 454 "other than steel" ships, which had not been sold. There were also on hand vast quantities of steel, lumber, engines, boilers, winches, pumps, locomotive cranes, air compressors and miscellaneous materials.

The Government found it necessary to assist in the construction or development of about 200 shipbuilding and industrial plants during the war. The Shipping Board owned a number of these plants and held mortgages on others. The Board also financed in whole or in part the construction of nineteen drydocks and twelve marine railways.

During the war the Board also spent approximately \$70,000,000 for housing. When Mr. Lasker began his chairmanship, there remained unsold, wholly or in part, twenty projects containing 5,555 permanent dwelling houses, seventy-two apartment buildings, twenty apartment and store buildings, eleven store buildings, four hotels, four boarding-houses, sixty-six dormitories, four cafeterias and a number of miscellaneous structures. The Board directly owned some of these properties through ownership of the stock of holding companies, and in other cases it owned blanket mortgages given to secure the advance made for construction purposes.

A preliminary summary of the inventory was submitted October 5, 1921. The immensity of the task is shown by the returns, which number about 25,000 typewritten sheets, containing approximately 400,000 extensions. The sheets fill three vertical file sections.

A reconciliation of the inventory, according to inventory report, with amounts appearing on the statement of assets and liabilities at July 1, 1921, show a total of \$307,990,789.76, with a present fair value of \$92,609,096.53, and a forced sale value of \$46,592,655.45.

The sale of physical property was given in charge of E. P. Farley, then one of the vice-presidents of the Fleet Corporation.

When Mr. Farley resigned in September last year, Sidney Henry was made director of sales for the Board, and placed in charge of physical property sales. Securities were sold by another vice-president of the corporation. The Fleet Corporation is organized under the laws of the District of Columbia, and the stock is owned by the Shipping Board. The U. S. Lines are owned by the Fleet Corporation.

HOW SELLING ORGANIZATION FUNCTIONED

The material selling organization was divided into two departments, one to sell ships, and the other to sell surplus materials, and each department combined four divisions. The first was the Material Sales Division. Mr. Henry explained, which handled the sales of all materials, supplies and equipment that came in through surpluses from construction and cancellations of ships building. This division was responsible for about \$125,000,000 worth of every conceivable material used in the construction of a ship and the operation of a shipyard.

The Plant Division had charge of the sale of the Government's interest in shipbuilding plants. A few of the plants the Government owned, but an equity in most of them had been acquired from loans for enlargement and equipment. The problems were complex, for the Government's equity had to be determined in complete fairness to other owners. Some of the plants were sold outright and others were scrapped. The list ranged from the value of fire protection, costing a few hundred dollars, to that of the complete Hog Island Plant, costing about \$60,000,000.

The Dry Dock and Marine Railway Division was formed to dispose of the property indicated. When the war emergency fleet was under construction, a survey showed that docking facilities of the country were inadequate. Existing drydock companies either did not have the capital to expand

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or they did not care to invest in problematical property. So it was found necessary to construct dry-docks and marine railways.

The Transportation and Housing Division took charge of the sale of all housing and the Government's equity in street car systems. The housing and real estate were sold at auction, and interests in traction lines through negotiation.

The work of these four divisions is now practically completed, and the remarkable results follow a definite merchandising program in which advertising took an important part. The country was divided into four sales districts, and all foreign countries comprised another. Salesmen were employed to sell the technical material and equipment, and advertisements were placed in trade and technical journals to locate prospects.

The advertisements of the housing, real estate and much surplus material are familiar to the public, as are those of the U. S. Lines.

Large space in practically all important newspapers of the country was used to announce the real estate and housing auction sales, and for the U. S. Lines the Board has used liberal space in both newspapers and general magazines.

Before Mr. Lasker's chairmanship, the Board seemed to have no definite advertising policy, although for the fiscal year ending June 30, 1921, it spent approximately \$938,000 for this purpose. More than half of this amount was used for freight advertising, and results were negligible. During the fiscal year ending with June, this year, the Board has spent approximately \$900,000 for advertising, and the greater part of this amount has been devoted to making known the passenger service of the U. S. Lines.

Regarding the advertising policy, Mr. Lasker reiterated some of the statements he made before the Subcommittee hearing of the Independent Office Appropriation Bill. "I do not believe in adver-

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

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tising," he said, "merely to get general results, just to make your name known, or in advertising that you cannot measure. Advertising to perform its proper function should be measurable in all instances. We were running fast passenger ships to Europe, to South America and from two points on the Pacific Coast to the Orient. The ships were not known. On the last voyage of one of the ships on the Pacific only thirty-four passengers were carried. We estimated that 1,500 more passengers on all the ships would pay for all advertising and establish a momentum that would give our ships preference and the accumulated business that was necessary.

HOW PULLING POWER OF MEDIUMS WAS MEASURED

"The passenger campaign was planned to measure the pulling power of every publication we used by the number of inquiries we received. In each advertisement we ran a coupon, which was, I think, a new idea in steamship advertising, and it has been remarkably productive. Soon after we began the advertising, in December, 1921, we received 12,000 inquiries from people who stated that they were contemplating making trips on lines covered by our ships and asking for information. In addition, our ticket offices all over the country reported that more than 4,000 people came into the offices for information and said that their interest was a result of the advertising.

"With our copy and illustrations we endeavored to place before the public, in the most attractive manner possible, the advantages of the ships and the pleasure to be derived from traveling on them. And all of our plans were made on a basis of results; we were prepared to drop all publications and copy ideas which did not produce inquiries that were profitably developed into increased traffic."

Late last fall the Board advertised "The Gift Supreme," a holiday gift in the form of a travel certificate, which was an-

other new idea as applied to ocean transportation. One of the booklets used to follow up inquiries from the advertising announced the travel gift plan with this paragraph:

"Here is the gift supreme. Now, without moving from your chair, you may give some loved one a present so lordly, so potent to bring joy that the memory of it will live forever. And if you wish it, you may make this princely gift without one cent of present expense. You may defer payment for it until it is most convenient for you—if necessary until the passage is actually booked."

These details of the advertising are mentioned to show that the Board, under Mr. Lasker's chairmanship, did not hesitate to break away from tradition and employ new methods in attracting those who contemplated, or who had been encouraged by the advertising to contemplate, travel abroad. Previous to June, 1921, the Board paid the bills for advertising devised and placed by the organizations which operated the ships. There was no definite plan of policy, and measured from results, the advertising showed a heavy loss. In contrast, the results of the last two years show, quite definitely, the advantages of careful, expert merchandising.

It is, of course, impossible to give here but a suggestion of the work accomplished by the Board with modern merchandising methods. Most of the processes of selling and the means of advertising are familiar to all who are engaged in the business of merchandising, and it is difficult to select the salient facts from the great mass of data contained in the records of the vast business conducted by the Board since Mr. Lasker became chairman. The outstanding feature is that a commercial enterprise of great magnitude and with innumerable ramifications, so chaotic as to be almost beyond imagination, was brought into order with savings of expense and many other benefits to the Government by the accurate application of merchandising principles

Indianapolis

is different



Statistics show that Indianapolis is freer from labor troubles than any other metropolitan city in North America. People work and make money and spend money for merchandise they are sold through space in

The Indianapolis News



Frank T. Carroll, Advertising Manager
New York Office: Dan A. Carroll, 150 Nassau Street
Chicago Office: J. E. Lutz, The Tower Building

WENTWORTH MERC. CO.
HARDWARE, FURNITURE
SUGGIES, IMPLEMENTS
BUILDING MATERIALS
UNIONVILLE, MISSOURI

Unionville, Mo. May 18, 1923.

The Missouri Ruralist,
St. Louis, Missouri.

Gentlemen:

Advertising is a necessity. You can term it investment or expense if you like, but the successful merchant must advertise. The building you do business in means an outlay of good money - so does advertising. Both are essential.

Since we MUST advertise, we deem it wise to "hook-up" with all nationally advertised merchandise of merit that we handle. That is the reason we are intensely interested in the advertising appearing in the Missouri Ruralist, which is the recognized guide for good farming in our state.

This "hooking-up" as we term it, consists of assistance in window displays and posting the advertisements. In this way the article is featured as we figure this the cheapest advertising as well as the most effective we can purchase.

We are firm believers in advertising so when the manufacturer advertises his products in the Missouri Ruralist, we deem it an opportune time to join him in advertising by putting in a window display and reaping the benefit so far as our territory is concerned.

Sincerely yours,

WENTWORTH MERCANTILE COMPANY.

By *A. F. Wentworth*

Arthur Capper
PUBLISHER

THE CAPPER

Circulation 1,553,696

TOPEKA, KANSAS

Sections - Capper's Farmer - Oklahoma Farmer
Kansas Farmer and Mail and Breeze

Missouri Dealers Follow Missouri Ruralist Advertising

Practically every farmer in Putnam County, Missouri, has heard of the Wentworth Mercantile Co., operated by O. F. Wentworth at Unionville.

Mr. Wentworth handles nationally advertised lines of furniture, hardware, implements, and building materials. And because he knows that the farmers in his trade territory read and respect the Missouri Ruralist, he follows its advertising columns closely. Read Mr. Wentworth's letter reproduced on the opposite page. You will notice that he refers to the Ruralist as the "recognized guide for good farming in our state."

Because most of the dealers in Missouri agree with his opinion of the Ruralist, more and more advertisers are finding that publicity in the Ruralist is the most profitable way to back their salesmen's efforts in the Missouri trade territory.

Send for further information about the Missouri Ruralist—the Missouri section of the Capper Farm Press.

FARM PRESS *Marco Morrow*
ASST. PUBLISHER

Line Rate \$8.50

Milline Rate \$5.47

Farmer
Breeze

Nebraska Farm Journal—Missouri Ruralist
Pennsylvania Farmer—Ohio Farmer—Michigan Farmer.

by those who were experienced. And the success of the procedure can be readily measured by a few of the present results.

As to reduced expenses, claims aggregating more than \$200,000,000 have been settled at twelve cents on the dollar. Two years ago, there was a deficiency of \$16,000,000 a month in the operation of the Emergency Fleet Corporation, and this has been reduced to \$4,000,000 a month. In July, 1921, the total personnel of the Sales Department was 1,346, and the annual payroll amounted to about \$2,100,000. On the first of May, this year, only forty-one of this force remained, and the annual payroll had been reduced approximately to \$132,000.

Up to June 1, 188 steel ships had been sold or otherwise disposed of, and practically all wooden ships had been sold. The total sales price for the steel vessels was about \$32,000,000. The disposition of the great quantities of material and equipment was a stupendous undertaking; but it was completed in January, this year. Of the 200 shipbuilding and industrial plants, which the Board owned or held mortgages on, some disposition has been made of all but three.

Of the drydocks and marine railways which the Board built or assisted in financing, settlements have been made of practically all contracts, and but five drydocks remain to be sold. Of the housing properties, transportation contracts, and mortgages, but one available project remains to be sold, and the sales and settlements total approximately \$26,800,000, which does not include the selling price of the property at Gloucester, N. J., recently sold.

When Mr. Lasker took office the Board had but \$4,000,000 as a cash reserve, and at the end of the current fiscal year the Board will have on deposit in the Treasury approximately \$125,000,000. This balance is the result of the settlement of thousands of disputed accounts, some of them very large, which never had been recorded; it is also the result of the sale of

securities which had been received from the sale of Shipping Board properties, and in many instances they were loosely drawn.

The first great selling campaign is about finished; of vast miscellaneous quantities of surplus properties, materials, equipment, securities and claims, a negligible amount remains to be sold. The second campaign has, apparently, proved to be as resultful. The Shipping Board passenger and freight facilities have brought the United States six days closer to South America. Rapidly expanding trade relations with the Orient are due to the splendid lines operated by the Government from San Francisco and Seattle.

"LEVIATHAN" WILL HELP TRADE

While in the North Atlantic trade competition is keenest, and progress has been slower, the entry of the *Leviathan* into service will undoubtedly have a most beneficial effect. The advertising of the passenger service of the United States Lines has overcome the prejudice of the public and has made the ships popular with travelers of our own and other countries. This year, every ship owned by the Board that leaves an American port sails with a full passenger list. The ships have not only become exceedingly popular, but the advertising has accomplished a great deal in popularizing foreign travel.

Many of the results secured by the Board under Mr. Lasker's chairmanship cannot be detailed in a brief outline of this character; but surely those mentioned are enough to prove that the greatest problem of the Board was one of selling, and that the problem has been advantageously solved.

It is rumored that Mr. Lasker has been urged by the President to accept another Government post where his experience would be profitable to the Government; but this he refused to confirm or deny. He said that he did not care to make any announcement as to his future plans until the *Leviathan* returns from her trial trip.

21, 1923

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Henry Ford Talks About His Mother

“Did your mother ever whip you?”

Many interviewers have asked Henry Ford many questions, but probably no one ever asked him *that* question before. Yet he met it with frank good humor.

The interview took place in the white farmhouse where he was born.

THE HOUSE has long since ceased to be occupied, but the fire is kept

always burning. Every detail of every room is precisely as *she* left it.

And sometimes, in the evening, Ford drives out there with his wife and son and grandchildren. They cook their supper, and visit, and sing old tunes around the parlor organ.

"That's a funny way for such a man to have a good time," many people will say. "Why that's just the kind of thing that *our* family does."

Why not? After all, what is there for *any* family to do

except the things that *all*
families do?

When Ford talks about his
mother, isn't he talking
about *my* mother, too?
When another man speaks
frankly of his struggles and
hopes and fears, doesn't his
experience find an echo in
my own?

What does it matter that
you have a profession and I
have a job which seem to keep
us far apart? *Living* is a
universal business in which we
are both at work. That is
why both of us buy and read
The American Magazine.

It speaks the language of
this universal occupation—

It is the trade paper of
LIFE.

The
American
Magazine

2,000,000 Circulation

Frank Braucher, Advertising Director

The Crowell Publishing Company

381 Fourth Avenue

New York, N. Y.

of
of



Upsetting a Fixed Buying Habit with Profit

Bathroom Fixtures Are Being Advertised and Sold as Built-In Equipment

By James Henle

IF a company began advertising in June of last year a line of bathroom accessories, and if these fixtures, because of their nature, could be put only in new buildings, and if the sale of these fixtures from June until Christmas was 50 per cent higher than the quota that had been determined for that fiscal year, you'd call that pretty successful advertising, wouldn't you?

The first thing that Fairfacts built-in bathroom fixtures have behind them is an idea—said idea being the product of the president of the company, S. D. Baker, who used to be in the plumbing accessories business in New Haven. Mr. Baker hit upon a method of building in the minor items of bathroom equipment so that they were permanent, sanitary and good-looking. He is now proceeding with the job of selling this idea to that important portion of the public which is able and willing to pay for additional comfort and beauty in the bathroom.

However, because these built-in accessories do not begin in the necessity class does not mean that they will never reach it. The built-in bathtub is now seen even in medium-priced homes. Electric outlets are built into every new residence. And there may be a big market some day for other features built into homes—book-cases, kitchen cabinets, ice-boxes, etc.

As in the case of building materials, there are three parties to the situation that must be sold—first, the owner, second, the architect, and third, the contractor—in this case the tiling contractor. Each of these has been reached systematically both by advertising and by direct-mail methods.

In studying the owner as a factor in the problem it was decided that the woman of the household

was the most important person to reach. For, though the husband naturally foots bills of this kind, he is inclined to shirk the job of picking out the bathroom furnishings. That this analysis was correct is proved by the fact that today seven out of every ten persons who enter the Fairfacts offices are women.

With this in mind, the chief points stressed in the advertising were the beauty of the built-in fixtures and their cleanliness. The advertisements were made as attractive as possible, and the bathrooms shown were such as might be seen in the finest homes, for women are keenly alive to the effect that a beautiful bathroom has in impressing a guest. For the most part the copy was made subordinate to the illustration, in which, as a rule, a woman figured.

Because Fairfacts built-in fixtures are meant for those who do not buy solely on a price basis, the advertising was confined to periodicals appealing particularly to persons interested in beautifying their homes. Next autumn, however, because of the manner in which women have responded to the advertising addressed to them, copy will be placed also in women's publications. So far the newspaper advertisements have been confined to the Sunday rotogravure section of a New York daily, but it is planned to begin a campaign of newspaper advertising in other large centres.

One difficulty in connection with the advertising has been that Fairfacts does not sell the larger bathroom fixtures, such as tubs, but it is almost impossible to show a bathroom scene without one of the larger pieces in it. This is likely to give many persons an erroneous idea of what Fairfacts sells. However, this difficulty is circum-

vented by stressing, through lighting and other means, the Fairfacts built-in accessories of the bathroom rather than the larger articles of equipment in it. Also, the action in the illustrations is designed to call attention to the Fair-

clude towel-holders, paper-holders, soap-holder, shelves, toothbrush and tumbler holders, safety grips, electric radiators.

May we send you our book, "The Perfect Bathroom"? It will be of special value if you contemplate building.

There is an interesting psychological angle employed in this advertisement. Though it was decided that the luxury appeal was the chief one to be stressed to women, and though this appeal is made in a beautifully colored illustration and its caption, the copy confined itself to the solid, practical advantages of the Fairfacts line. This is because it was felt that, though the luxury appeal was the true one, women themselves would be reluctant to admit it, and it was, therefore, presented rather indirectly. At the same time this makes it possible to emphasize the other advantages of built-in fixtures, their permanence, the ease with which they are cleaned, etc.

One effect of the advertising has been to increase the number of units per sale. A difficulty faced in the merchandising of the built-in fixtures at the very start, in addition to the fact that, practically speaking, they can be sold only to persons who are going to build or remodel extensively, was the small size of the average sale. This could best be increased by adding to the number of articles to be sold, so the Fairfacts line that is now being advertised contains about ninety different items, including a built-in electric heater and various combinations of the staple items so as to suit every need.

This fact was commented upon in a folder sent to architects which began:



Always convenient— these built-in fixtures

FAIRFACTS Fixtures are built right in your bath-room walls. They are always convenient—yet never in your way.

Made of the finest china, they cannot crack, stain, rust or check. They require no effort to keep them spotless. A touch of a damp cloth—and they're clean!

They give your bathroom an inviting, clean, luxurious appearance. You will find among **Fairfacts** Fixtures every accessory or combination of accessories you can possibly desire.

In that new home of yours, you will want **Fairfacts** Fixtures. Write today for your copy of the useful illustrated booklet "The Perfect Bathroom".

FAIRFACTS COMPANY, INC., Manufacturers,
234-236 West 14th Street, New York City.

To be sure of **Fairfacts**

quality, look for this label.

Fairfacts Fixtures

BUILT IN YOUR BATHROOM WALLS

BY THE USE OF COLOR THIS ADVERTISEMENT, AS IT APPEARED IN PERIODICALS, EMPHASIZED THE BEAUTY AND DESIRABILITY OF FAIRFACTS PRODUCTS

facts accessories; for instance, a mother is shown bathing her child, and her hand is stretched out to take the soap from the Fairfacts built-in soap-holder.

The advertisement just mentioned is a typical one in the campaign. The picture is entitled "Built-in Fixtures for Bathroom Luxury," and the copy reads:

Fairfacts Fixtures are built in the walls. They add greatly to the appearance of the bath. They are convenient, yet out of the way. Made of china; they are proof against stains, cracks or check marks, and are very easily cleaned with a damp cloth.

Every need of the modern bath has been anticipated. **Fairfacts** Fixtures in-

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXIII

NEW YORK, JUNE 14, 1923

No. 11

How Seventy-three Manufacturers Are Fighting the Summer Slump

Co-operation with Dealers and Renewed Advertising Effort Are the
Keystones of These Advertisers' Selling Plans

By William T. Hague

YOU read in last week's Printers' Ink this account of how Vogue and 73 of its advertisers are engaged in a noteworthy drive to stimulate summer selling activity.

This is another of the constructive methods by which Vogue is using its tremendous power with both consumer and dealer to facilitate the distribution of fine merchandise.

Any manufacturer who has a product which ought to sell more actively in the summer months will be interested in Vogue's "Increasing Summer Selling" Bulletin which is now at work with 5,000 merchandise managers and heads of departments of the leading department and specialty stores of the 287 largest cities.

These great stores serve a total population of 38,000,000 in these cities, and millions more in their suburbs.



V O G U E

One of the CONDÉ NAST GROUP

FAIRFACTS FIXTURES HAVE BEEN TRIPLED IN NUMBER TO MEET YOUR NEEDS

The Fairfacts Company is now able to offer you three times as many different built-in, china, bathroom accessories as formerly. This large increase in the line is a direct result of the demand which has been created by the architects of the United States and by Fairfacts national advertising. In this folder the entire Fairfacts line is illustrated. See how thoroughly every need of your clients has been anticipated.

Fairfacts Fixtures are not only unequalled in design, material and workmanship, but this increase in the number of items makes a line that is absolutely complete.

The circular then proceeded to list the dozen or so prominent magazines in which Fairfacts advertising "is helping to educate your clients in the use of Fairfacts Fixtures."

In all the direct-mail matter sent to architects the function of Fairfacts advertising in educating the consumer to accept built-in fixtures is stressed. Emphasis is lent to this by space in a great many architectural magazines, impressing the architect with the fact that the general public is being influenced in favor of Fairfacts accessories in exactly the same manner that these are brought to his attention.

To win the favorable regard of the architect the Fairfacts company goes one step farther and maintains a service department which co-operates with the specification men of architects in regard to structural details. If they are desired, complete specifications for bathrooms are furnished, and in this way the busy architect is spared the bother of wrestling with a mass of uninteresting but important details.

In some cases the direct-mail matter has been particularly adapted to the architects to which it has been sent, for the consumer advertisements reproduced in it are sent to architects known to be readers of those magazines. It is assumed, with a great deal of justice, that a man will be especially impressed by an advertisement in a magazine which he himself reads and for which he probably has a great deal of respect.

The method of approaching the tile contractor is essentially the

same as that employed in the case of the architect, but the tone adopted is entirely different.

In the present year not only, as already stated, will the number of mediums be increased, but the appeal will be changed somewhat. It is now the intention to add a human-interest element to the story the advertising tells—even to strike a humorous note. Thus, to show the strength of the fixtures, a lad will be shown hammering on one of them. To bring out the fact that one always knows where to find a built-in accessory, a man with soap on his face will be shown groping for the soap dish. Advertising of this kind will reinforce the appeal made by emphasizing the luxury and beauty of the fixtures.

Though the Fairfacts concern is not an old one and though it has been advertising for less than a year, it has already shown what can be accomplished by advertising even in a limited field where only a fraction of the persons who read the copy are prospects at that moment for the articles advertised. At the same time it is important to remember that persons who may not build homes of their own for several years or even for a decade are being influenced now in favor of Fairfacts fixtures, and that much of the effort being expended now will continue to pay dividends for a long time to come.

A Trenton Hotel Uses Direction Copy

Illustrated directions for reaching the Stacy-Trent Hotel, Trenton, N. J., are being given in that hotel's newspaper advertising. The route of the Lincoln Highway from Philadelphia to Trenton, Princeton, Newark and New York is shown, together with line-drawings of Independence Hall, Princeton College, and other points of interest along the route.

G. S. McKenzie Heads Honolulu Advertising Club

G. Stanley McKenzie was elected president of the Honolulu Advertising Club, Hawaii, for the ensuing year at its annual election. Other officers chosen were: First vice-president, Prof. K. C. Leebriek; second vice-president, Dr. Charles Barton, and secretary-treasurer, Henry Bredhoff. The last mentioned was re-elected.



Photograph by Baron de Meyer

A READER of Harper's Bazar wrote to Baron de Meyer and asked him if she could get any sort of an outfit in Paris for six thousand dollars. Baron de Meyer answered personally telling her just where and how to spend the six thousand. But the point is, of course, that every issue, and almost every page, of Harper's Bazar offers shopping guidance for women of wealth.

Harper's Bazar

2/- IN LONDON

50c

6 fr. IN PARIS

Why Five McGraw-Hill Electrical Publications

To keep faith with the electrical industry—to secure coverage of the specialized development of the electrical field and its markets—to meet the diversified viewpoints of the men in the electrical industry with specialized information and leadership thinking.

That is why. In short, expansion of coverage to meet the need for such. A complete service to all divisions of the industry.

Nowhere has greater history been written by the keen lance of publishing than across the pages carrying the great story of electricity and the part it plays in the progress of the world—in the development of mankind—in the advancement of industry.

And thus has been created, by a process of evolution, the McGraw-Hill Electrical Group; a notable achievement of publishing, backed by the ideal to give, and give to the fullest,

First, Electrical World

established in 1874, serving executives and engineers, including those who design, construct, operate, maintain, equip or finance the great plants that generate or use electrical energy for power, light, heat and transportation—

The *key paper* of the industry.

But the tremendous expansion of electrical development made it impossible for one paper, regardless how powerful its influence, to blanket the field and serve all. The task became too great. It became necessary to provide for more coverage; to unlock other doors. From the swelling ranks of those interested in electrical marketing and installation came the cry for specialized thought and attention focused on *their* problems. To keep faith with the industry it served, McGraw-Hill could do no less than heed.

Thus was Electrical Merchandising given to industry

This paper was established in 1907 under another name, but in 1916 became the second of the McGraw-Hill Electrical Group that was soon to ex-

pand still further. Through Electrical Merchandising, specialized contact was secured with the men who sell, manage or finance electrical appliances or service.

Electrical World, that rugged trunk of the industry, had begun to shoot out its branches to the hitherto unsurveyed parts of the field.

But the work was not destined to stop. A third electrical publication soon became necessary.

Out of the Golden West there came a vision typical of the great development taking place on the western fringe of the continent. With 70% of the undeveloped water power of the nation lying west of the Rocky Mountains, and the builders of this great Western Empire working shoulder to shoulder in the transformation of that wide expanse of partly-cultivated land into a highly electrified and productive section, there came again the cry for individual attention; a closer publication tie-up with the business and industrial life of this section to interpret the thought and activities of these Western men and their organizations.

So again, McGraw-Hill responded.

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Journal of Electricity

established in 1887, became in 1919 another McGraw-Hill electrical paper, dedicated to the ideals of service established by the other two, and interpreting the ideals and aspirations of the electrical men of the Pacific Coast.

But the contact with the field was not yet complete.

Resistless in its advancement, insistent that its more clearly defined divisions be better and more specifically served, the electrical industry still called for more complete coverage. Certain important groups of men, bound together by common problems, voiced the need for another McGraw-Hill paper. These were the works managers, superintendents, master mechanics and chief electricians and their assistants responsible for the maintenance and operation of electrical and associated mechanical systems used in all mills and factories. Keen, wide-awake and progressive, these men voiced their cry for their share in the broader service being rendered by McGraw-Hill specialized electrical publications, and in January, 1922, *Electrical Review*, established in 1882, was taken into the McGraw-Hill family and became the

Industrial Engineer

But still the industry has again called for another expansion of McGraw-Hill service.

Gradually, but surely, a change has taken place in the distributing end of the electrical industry, and the number of channels of distribution has been increased. The remarkably increased demand for electrical service and appliances has caused thousands of retailers outside the electrical trade to take on electrical merchandise as side lines. And with this increased demand for

electrical service and appliances has come an increase in the number of small electrical contractors. In a short time these newcomers have become an important factor in the electrical distributing field; in the communities in which they transact their business and operate. So firmly have they become an integral part of the electrical industry that no longer could their needs be ignored. And so

Electrical Retailing

was purchased and is now giving to these men the broadening influence of the strong staff of McGraw-Hill editors focused on their problems.

Thus has coverage of the electrical industry been attained by the McGraw-Hill Electrical Group. Only by this coverage could McGraw-Hill have kept faith. Acutely sensitive to the needs and changes within the electrical industry, McGraw-Hill has anticipated its publishing duty toward the electrical field and presented to over 85,000 electrical readers the right paper at the right time.

Consider the tremendous buying energy exerted by this great group of specialized publications. Used as a group, these five McGraw-Hill electrical publications offer you a total combined electrical circulation of over 85,000, ready to carry your sales message direct to those who buy or influence buying in central stations, the plains and slopes of the West, behind the retail electrical supply counter and in mill and factory—a complete blanket coverage.

Buy this combined circulation to saturate the electrical industry, or pick the McGraw-Hill electrical publication serving that particular section of the industry in which you may wish to concentrate.

*Think of McGraw-Hill Electrical Publications as a Group
Use Them as Such Whenever Possible*

McGraw-Hill Company, Inc.

Tenth Avenue at Thirty-sixth Street

New York City

If You Sell in Kansas

ASK FOR THIS

Sales Analysis of the Wichita Market

Just off the press. Contains sales volume figures on many commodities and relative costs of selling. Enables you to judge possibilities of the territory for your particular product. Free for the asking.

The Truth About the Wichita Trading Area —And How to Sell It

The Wichita Trading Area is an unusually clearly defined territory—not as large as some people would have you believe, but an ideal “try out” territory.

With the assistance of our Merchandising Department you will find here a market, salable, receptive and profitable. Be sure to ask for our analysis of the Wichita Trading Area.

COVERAGE COST IS 10 CENTS A LINE

The Wichita Beacon Wichita, Kansas

Represented Nationally by

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City San Francisco Atlanta

What Brought the Vacuum Bottle from the Scientific Laboratory to the Household?

More Proof of Advertising's Economic Desirability

WHEN Sir James Dewar died in London a few weeks ago, an inconspicuous sentence in the obituary notices said that he was the inventor of the vacuum bottle.

James Dewar was one of the greatest chemists of his day. Many great experiments and discoveries have been credited to him. As early as 1874 he began to experiment with liquid gases. It was in the course of his experiments with liquid gases that he devised a vacuum-enclosed flask. The success of this device led to what was at first called the Dewar flask, but is now known as the vacuum bottle.

Had not some commercially minded manufacturer got hold of the Dewar flask and seen its sales possibilities, this remarkable invention would have remained no more than a laboratory instrument.

It took widespread advertising to transplant the vacuum bottle from the scientific laboratory to the household.

It has been truthfully said that necessity is the mother of invention. Scientists at work in their laboratories have often been forced through sheer necessity to make inventions to help them carry on their experiments. These inventors, as a rule, care nothing about the commercial possibilities of their discoveries.

F. C. Terry, of the Icy-Hot Company, confirms the belief of PRINTERS' INK that if it were not for advertising the vacuum bottle would have remained little more than a scientific instrument. He also adds other information which throws additional light on the conception of this product and how advertising has popularized it. He has said to PRINTERS' INK:

"You are entirely correct in the matter of the vacuum flask. Had it not been advertised as extensively

as it has, it would have remained merely a scientific instrument.

"Professor Dewar first thought of a vacuum container during the last illness of Queen Victoria. It was necessary for him to transfer a certain serum from his laboratory to the palace, and that serum had to be at a certain temperature. He was at his wits' end as to how to convey it, when he happened to think of the principle of a vacuum. (This principle, as you know, has been known for several hundred years, Torricelli, the Italian scientist, first having discovered the principle of a vacuum in the seventeenth century), Professor Dewar then took a glass tube, into which he inserted another glass tube, leaving a space of about one-fourth inch between the two tubes. He welded both tubes together at the neck by heating the glass and then exhausted the air from the space between the two tubes, thereby creating a vacuum. It was then an easy matter for him to convey the serum from his laboratory to the palace.

DEWAR TOOK NO INTEREST IN ITS COMMERCIAL POSSIBILITIES

"He was so delighted with the success of his experiment that he gave the idea to the world free of charge, and did not patent it. Years later a German conceived the idea of using Professor Dewar's invention for household and everyday use, and that was the birth of the vacuum bottle as it is known today.

"When we first placed the 'Icy Hot' bottle on the market it was a common thing for a dealer to look at our salesman with suspicion, believing the salesman was trying to sell him a gold brick. The average dealer could not grasp the idea of how a bottle could keep contents hot or cold,

and we believe the average dealer would still have the same idea if it were not for the tremendous advertising which has been given the vacuum bottle, not alone by this company, but by others in the industry, and today vacuum bottles are recognized as an everyday necessity. They are used extensively not alone in the home and for outdoor uses, such as automobiling, picnics, etc., but you will find them in the principal hotels, clubs, hospitals and sanitariums, and they are now being used extensively in a number of high-class cafeterias.

"Of course today the vacuum bottle is made in different shapes, such as bottles, jars for solid foods, carafes, coffee pots, tankards, pitchers, jugs, etc. We alone make something like 150 different models, but the principle of all vacuum bottles is practically the same as originally invented by Professor Dewar."

Thus we are furnished with another graphic example of one of advertising's most beneficial economic functions. If we are to concede that the vacuum bottle has been a good thing for society (and this does not require any proof) we must grant that the force that made the popular acceptance of the vacuum bottle possible is also a good thing for society.

H. H. Boyer Heads Evansville, Ind., Advertising Club

H. H. Boyer was elected president of The Advertising Club of Evansville, Ind., at the annual meeting of that organization. Ralph Finke was elected vice-president and John C. Stephan, secretary-treasurer. Members elected to the executive committee for the ensuing year are: A. A. Brentano, R. M. Love, E. J. Murray, E. J. Fehn, A. L. Lauer, and J. Doss. This club has been in existence one year.

C. C. Carr Forms Advertising Business at Florida

C. C. Carr has started an advertising business under the name of the C. C. Carr Advertising Agency. The new company will have offices at St. Petersburg and Jacksonville, Fla., and New York.

Mr. Carr recently sold his half interest in the St. Petersburg *Times* of which he had been general manager.

Wrigley Advertises Baseball to Women

THE success which advertising has brought to the Wm. Wrigley Jr. Company, Chicago, no doubt is largely responsible for the decision of the Chicago National League Baseball Club to continue an advertising campaign which it started last season. William Wrigley, Jr., is one of the principal owners of this club.

Last year the club sought to awaken the interest of the women in baseball through newspaper advertising. The club is after the same objective this season, the cultivation of woman fans; and advertising is being used to develop their interest in the sport and, particularly in the Cubs. The club advertises that when the Cubs are playing in Chicago women will be admitted without charge to the games.

"We of the Cubs are exceedingly proud of the new Cubs' Park," the first advertisement says. "We think it's a thing of exceeding beauty and a credit to our city. But we would like to have the opinion of the women of Chicago. Come out. The gates will swing free to you and we hope you will like our new park and be pleased with our hustling young club." Ladies' Day is no innovation in baseball. It is probably as old as the career of any player in either of the major leagues. Advertising it in display space as a means to making it of more than secondary importance, however, is unusual for either major or minor league teams.

Los Angeles and Honolulu Join Hands

The Los Angeles Chamber of Commerce has established a branch office at Honolulu for reciprocal trade development of the two cities. Basil Penn-Anstruther has been placed in charge. A display of products of both cities will be maintained at the new branch, which will endeavor to create a demand for Los Angeles products in the Hawaiian Islands and at the same time urge Los Angeles residents to purchase Hawaiian products.

June 21, 1923

PRINTERS' INK

47

A magazine worth more to the Consumer is worth more to the Advertiser.

JUST as a suggestion from a close friend carries greatly more weight than the same suggestion from a chance acquaintance—just as the purchaser will follow the oiling instructions for the new Cadillac more carefully than those for the Ford—exactly so, *Cosmopolitan* has an influence with its people in proportion to their interest in *Cosmopolitan*.

35 Cents

Cosmopolitan

America's Ablest Advertising Medium

W. S. BIRD
Eastern Sales Manager

A. C. G. HAMMESFAHR
Business Manager

J. J. BARNETT
Western Sales Manager

Why 1923 Will Continue a Good Business Year

Many Favorable Factors Readily Recognized

By R. W. Levenhagen

Vice-President and General Manager, The Glidden Company, Cleveland

IT is estimated that in another year, the grand total turnover of paint and varnish business in the United States will reach \$500,000,000.

With its allied industries including lead, zinc, lithopone, linseed oil, china wood oil, dry colors, chemicals, insecticides, tin cans, etc., it will go well over the billion mark, stamping it as one of the largest and most important industries in the world.

Statistics show that industries have been doubling themselves on an average of every ten years, whereas we have undertaken to double our industry over a period of approximately five years.

For the first two years we have more than made our estimate. The possibilities are enormous and our growth for the future is bound to be more rapid than it has been in the past. All we need is faith in ourselves and in our industry. Many who are small today will be big in ten years from now and those who are at the top now, with good management can outstrip all past achievements.

America, our own country, offers tremendous possibilities. Go over its past accomplishments; consider the growth of our country, its age and the opportunities for future development, and we need not worry about the bad influence of European conditions on our own business. Check up on our exports and consider what a small percentage of our total turnover we send abroad and you will quickly see what a wonderful field we have right here at home.

There are very definite differences in our present economic position in the business cycle now

as compared with the situation prior to the collapse in 1920. The Government index shows wholesale prices at present are 35 per cent below the crest in 1920. This index shows an increase in wholesale prices of 6 per cent in the last nine months contrasted with a rise of 20 per cent in the nine months prior to the collapse in the 1920 boom. Business is established on a new basis of values and any thought of returning to the pre-war schedule of 1913 is folly.

Twenty years have passed which have been rich in new discoveries in science and inventions which have aided industry, commerce and agriculture as in no preceding similar period in our history.

A RECORD OF PROSPEROUS GROWTH

The national income has increased from thirty-four to fifty billion dollars; savings deposits from six to fourteen billion dollars; deposits in national banks from six to seventeen billion dollars; and agricultural production from four and a half to five and a quarter billion dollars. The volume of mine production in the last twenty years has increased 128 per cent; factory production 95 per cent while per capita earnings have increased 175 per cent in the last decade.

When it comes to new buildings, we have not only the normal growth of the country to meet, but the delays of war and a post-war depression. Whereas 5,000,000 men were looking for jobs two years ago, today 500,000 jobs are looking for men.

While some building projects are reported to have been stopped during the last few months, this does not mean abandonment of these projects, but rather a deferring of them. Many will be resumed this fall.

Portion of an address before the Sales Managers' Conference of the Paint and Varnish Industry at Cleveland on June 15.



Real estate advertising is an index of a newspaper's influence with home owners. Real estate dealers in Minneapolis reach this buying power through The Journal, in which they have carried 106% more of their advertising this year than elsewhere. The Journal lead is 47,425 lines.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*



HOW Does the Small Town Newspaper Compete Success- fully with the Great Metropolitan Daily?

The answer is—Local social items. People like to read about themselves. No news or feature service can fill this need.

As the editor of a great Chicago newspaper said during the Iroquois Theatre fire, "Leave out the sob stories—



what the people want are names."

It is the department of local personal items concerning the activities of the Order of Elks throughout the United States, coupled with the best of literature and art, that has made it possible for The Elks Magazine to set a new standard of advertising values.

The Elks Magazine

"The largest proved male circulation in America"

50 East 42nd Street, New York, N. Y.

Instead of being alarmed over current gossip of a buyers' strike, the far-sighted business man looks upon the present situation as evidence of more stable conditions. The very fact that there has been resistance to wild speculation is a sign of strength and security for continued prosperity.

It should be remembered that for a period of four years, the railroads made practically no additions to their locomotives, rolling stock or equipment and no extensions, with the result that they are now not only unable to take care of the needs of a normal growth of the country, but the greatly increased volume of business incident to the expansion of commerce and industry.

In this connection it should be noted that railroads have already contracted for over one and a half billion dollars' worth of new equipment for 1923. The influence of this immense buying will trickle all through the various industries—everyone will be benefited by it.

GENERAL CONDITIONS

Business is good—prices have advanced—but not too high and have steadied down on a basis which will be conducive of continued prosperity for a long time.

Labor is fully employed at a good wage and immigration laws are such as not to cause any great influx of cheap labor. When labor is fully employed at a satisfactory wage, it always stimulates buying. Business is always good in such times.

The cycle that controls prosperity is largely dependent upon the conditions that influence the middle classes which constitute labor and the big buying public.

With these classes prosperous, the dealers enjoy good business, and in turn their orders on jobbers and distributors are in liberal quantities, which is again reflected in buying on the part of these distributors which keeps the factories and manufacturers going at full capacity.

With the industries of our country going at full speed, labor con-

tinues to be well employed and the cycle is complete and prosperity continues for all.

It has been said the way to get business is to go after it; and the way to go after it is through the sales organization. Very little is bought these days—things are sold—you no longer wait for the buyer to come to you. Demand for most things does not exist. It must be created out of the needs or potential desires of the people.

Hence, your great problem is not the making of your goods, but the selling of them. Recognition of the merit of your product must be forced past two great barriers—human apathy and competition. And this condition of affairs has brought into existence two factors, allies for the undoing of these obstacles. They are first, that vivid, imaginative, dynamic genius of this modern time—"The American Salesman"—and second that far-reaching, hard-gripping, quick-moving power called "Advertising and Sales Promotion."

Gum Lumber Manufacturers Plan Advertising Association

Plans looking to the launching of an organization of a gum lumber manufacturers' association which will have as its one aim the promotion of sales of gum lumber were set in motion in Memphis, Tenn., last week.

Although no final decisions will be made until a meeting of all interested firms has been held, it is the intention of several Memphis manufacturers to undertake a campaign of advertising that will cover several years. Representatives of these firms have formed an organization committee which has already sent a questionnaire to the trade. It is planned not to have anything to do with grading rules, or inspection. According to the organization committee, the association expects to devote itself solely to advertising and other trade extension activities.

Jones Brothers Tea Company Sales Gain

The Jones Brothers Tea Company, Inc., for May reports sales of \$1,791,866, an increase of \$364,334 or 25.2 per cent over the figures for the same month in 1922. Total sales for the first five months of 1923 amounted to \$7,594,944, a gain of \$420,179 or 5.86 per cent over the aggregate for the corresponding period of last year.

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"Farewell, Old Flivver!" say the Browns



"For the Browns are the real supporters of progress in the arts. They are always the first to take up the new idea. Who had incandescent mantles first? Neither you nor I; but the Browns had them while we walked in darkness. Who first discarded the old musical box and bought the gramophone? Who seized the safety bicycle and made it their own? Who listens to the voice of the inventor crying in the wilderness? Not the cultured and leisured ones of the land, not the literary and scientific, but the Browns, the Cerebos of the earth. They are the people who read the advertisements."

WILLIAM MCFEE in *"Casuals of the Sea."*

“Farewell, Old Flivver!” say the Browns

THERE it stands in the drive—the Browns’ old car, awaiting the Browns for their last ride.

In Mr. Brown’s pocket is his copy of a signed contract for a *new* car. The Browns are on their way down-town for that joyous adventure of trading in four cylinders for six.

But do you know that as Mrs. Brown looks at the old car, she almost sighs? It has been such a good friend, after all. It has bridged, golfed, and shopped for her; it holds memories of pleasant tours over the countryside; it even shares her secret recollection of that occasion on which she drew too generously on it for speed—and narrowly averted much undesirable publicity and a merited lecture from Mr. Brown.

Mr. Brown, in *his* retrospections of the old car’s career, recalls most clearly that night—about 3 A. M.—when its steering-wheel greeted him like a friendly hand and its engine responded like a thing alive to carry him to the little brick

hospital at the edge of town where he was to see for the first time that youngster, Sedgwick Brown.

What memories cluster round the old car of the Browns—each scratch and dent a decoration to remind them of happy hours and staunch service rendered.

But, to-day, fresh evidence of the Browns' progress, a *new* car!—one with six cylinders instead of four, one with dark-red paint and nickel trimmings, with a touring trunk behind and spare wheels on the forward running boards.

Can you picture the Browns' dreams?—Mrs. Brown's dream of the gray sport suit and scarlet hat that she will wear one afternoon when she is calling for Mrs. Felix Warburton, 3d, to take her motoring?—Mr. Brown's of his first drive up the country club lane to the greeting from Ted Knight, "Lo, Bill, when'd you get the new bus?"

So, off with the old love and on with the new!

As a matter of fact, you musn't take this display of sentiment on the part of the Browns too seriously. They are not translated into practical action. Each time a piece of furniture is relegated to the attic, or an old pair of shoes donated

to Andrew, the handy man, there is a twinge of momentary regret; but the sorrow at parting with the old is callously drowned in the joy of acquiring the new.

For an abiding, if unsentimental, loyalty to the old, there are—the Warburtons. Life to them is no constant procession of new things in the wake of old. The old things last longer at the Warburtons.

But, of course, *you* have something *new* to sell.

The *Browns'* magazine is—THE DESIGNER.

The DESIGNER

THE DESIGNER PUBLISHING COMPANY, INC.
NEW YORK



Spices Give Evidence of Coming Advertising Activity

Grocer's Oldest Commodities Are in Need of the Assistance of Selling's Youngest Helper

THE spice grinders have lately done a paradoxical thing—gotten together to advertise their products, which are the oldest commodities on the grocers' shelves. For while almost every other article in that trade is being pushed through consumer publicity, spices have had but few supporters to say a good printed word in their behalf.

They are historically almost the first merchandise that the grocer had to sell.

"Grocer" really means "grosser" or wholesaler. The retail grocer was originally called a "pepperer" or "spicer," and dealt in pepper, cloves, nutmeg, mace, ginger, frankincense and other spices brought from the Orient. Spiced drinks and richly spiced foods were used by people of wealth in the Middle Ages, and meats, game and other perishable food were plentifully spiced because lack of facilities for keeping them fresh often made it necessary to disguise flavors due to tainting. The first reference to a grocer occurs in a London report dated 1310, but English pepperers and spicers had their guild as early as 1180, and probably many years before that.

In its beginnings the spice trade of the world was a jealously guarded and limited monopoly. The Venetians, Genoese, Portuguese and Dutch grew rich bringing spices from the East Indies, particularly Ceylon, and protected their monopolies by destroying competitors' plantations and massacring whole native populations when necessary. It was largely the desire to break into this rich trade that led Vasco da Gama around Africa to India, and inspired Columbus's voyage to the Indies—in Columbus's sales talk he frequently used the argument of spices.

Today, spices are within everybody's reach. That may be why

everybody doesn't use enough of them. The consumption of coffee has been pushed up eighty cups per capita the last few years through advertising, the tea growers are talking of following similar methods of increasing the consumption of their beverage, the use of raisins, prunes, etc., has been increased, but people do not consume the additional dollar's worth of spices yearly that importers, grinders and distributors think a reasonable allowance for the American family, and one that would greatly diversify and enhance its diet.

SOME POINTS ON SPICES THAT AMERICANS DON'T KNOW

For spices can be put to many uses little known to the average American family. Generally, the pepper shaker is beside the salt-cellar on the dinner table, and sometimes the mustard pot, with nutmeg, cinnamon, ginger, cloves and allspice in the kitchen. Comparatively few Americans know that pepper, to be at its best, should be bought in the berry and ground fresh from a little French pepper mill when wanted. The housewife perhaps uses a half-dozen of the more familiar spices in her pickling, but does not know how many others can be used in salads, sauces, gravies, cakes, pies, puddings and like dishes. Comparatively new spices to us are slowly gaining a foothold in this country. Paprika is a good example, the powdered sweet pepper that most people like on trial, but which as yet spreads slowly from the cities and sections of the country where foreign-born people have introduced it. Cardamom, curry powder, turmeric, anise, capers, caraway, coriander, fennel, dill and other spices and herbs, used for many centuries in European cooking, are in the same category—little known or alto-

gether strange to Americans, but much appreciated when tried in European dishes, and adopted as soon as methods of using them are understood. Spices are also used as home remedies for colds and other ills, to drive out or destroy insects, to cure seasickness and for other non-culinary purposes.

By way of making these products better known, the spice grinders' section of the American Spice Trade Association has begun an advertising campaign, rather modest as yet, but likely to lead to bigger things as the spice men learn how to apply advertising to their consumption problem.

First, a prize contest for articles explaining the healthfulness and importance of increased use of spices has been started, under the chairmanship of George H. Carter, of the D. & L. Slade Company, Boston, who will receive such articles. This contest has been advertised in small space in several publications. One of the conditions is that each article submitted must first be published in some sort of periodical. At first sight that looks like a free publicity scheme, but the committee's real purpose is to have mediocre articles weeded out by editors, and also to bring out new and novel uses for spices. As an example of one such use, Mr. Carter cites the flavor and color value of paprika on grapefruit. A piece of cardboard in which a star has been cut is laid over a half grapefruit, and paprika sprinkled on.

A TEXT-BOOK FOR SCHOOLS

The association also has a booklet in preparation, "The Story of Spices," which has been compiled as a text-book for schools, giving the history and production of spices, with some new and novel uses. This booklet will be purchased in lots and distributed by members of the association, with an estimated circulation of 500,000 copies this year.

Negotiations are also afoot to finance a special campaign for paprika, the Spanish growers of that condiment being asked to con-

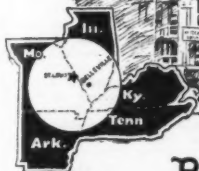
tribute for periodical advertising in the United States, and the spice grinders in this country co-operating by special sales work for paprika. It is estimated that its consumption could be increased from 50 to 100 per cent. Other projects for advertising particular spices in the same way are being worked out in co-operation with spice growers in different countries of production.

SMALL AMERICAN SPICE MARKET

"The use of spices in the United States is small, far less than in European and South American countries," said C. A. Thayer, a New York spice expert, in the *Spice Mill*. "There is no exaggeration in stating that were present per capita consumption of spices doubled, there would still be further use." Within recent years we have seen tea popularized so that several times as much is now used as formerly. Some increase is, of course, due to larger population, but the gain to the tea trade is real, because the quantity per person is larger. Now coffee enters the field with success, and every indication of great achievement. Activity in behalf of spices is long overdue. Their position from an economic standpoint is sound. With spices the same food can be served in a score of different forms. Everything to which spices are added becomes more digestible. The fragrance and piquancy of spices stimulates the flow of digestive juices. Were each family in the United States annually to spend an extra hundred cents on spices the standard of living would be raised to an extent making this dollar investment the best thing they ever did. One of the peculiarities of American cookery is that it wastes so much spice. By wasting, we mean that so small a portion of spices is added to food that what is used is 'lost.' With quantity increased 50 per cent (often 100 per cent would be right) the flavor would register on the palate. Thus, it happens that generally real economy in spices calls for more liberal use."

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The 49th State

—Add this new commonwealth to your map. It's a circle—radius 150 miles.

Call it "Globe-Democrat influence." The capital is St. Louis.

The population exceeds 4¼ millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

The Globe-Democrat serves the entire 49th state. No other single newspaper even claims such coverage.

St. Louis
the City with
\$87,000,000
to spend on
Municipal
Improvement

Belleville Ill. Big Production Concentrated—

Here, fourteen miles from St. Louis, is one of the wealthiest cities (per capita) in Illinois. . . . One of the nation's largest stove manufacturing centers. . . . Hub of a 6,000,000-ton coal area. . . . Home of world's largest stencil-making plant. . . . A producer of shoes, hosiery and more than 70 other different articles. . . . Nation's principal air port for balloon and airship division of the War Department.

There are 24,823 people here, . . . within a few minutes' ride of St. Louis. Their bank deposits total \$10,499,183. They buy in St. Louis and at these stores in Belleville:

- | | |
|------------------------------|---------------------------|
| 89 Grocery Stores | 13 Drug Stores |
| 41 Auto Dealers and Garages | |
| 15 Building Material Dealers | 10 Jewelers |
| 6 Dry Goods Stores | 18 Shoe Stores |
| 8 Hardware Stores | 9 Men's Furnishing Stores |
| 8 Furniture Stores | 2 Stationers |
| 21 Confectioners | |

Belleville's representative people read the Globe-Democrat. It is a buying guide for them. . . . Here is your opportunity to influence their buying habits.

Globe-Democrat

St. Louis' Largest Daily

F. St. J. Richards, New York
Guy S. Osborn, Chicago
J. R. Sclero, Detroit
C. Geo. Krogness, San Francisco
Dorland Agency, Ltd., London
Asso. American Newspapers, Paris

We could not be satisfied
unless we gave St. Louis
the BEST Newspaper

NuGrape Advertises to Children

With youthful story-book text and illustrations one beverage is directing its hot-weather appeal to the children themselves. "If I were King," captions a scene in one piece of copy which shows a small boy in royal apparel upon a throne before which bows a servant in doublet and hose serving three bottles of NuGrape. Youthful lords and ladies of his court listen with interest to his edict: "Keep the Royal Icebox full of NuGrape!"

The NuGrape Company of America, Atlanta, Ga., was organized less than three years ago. Newspapers, according to the president, A. E. Kelley, form the backbone of NuGrape campaigns. In addition outdoor advertising, posters, metal signs, and bottlers' magazines are used. The advertising until recently was confined to the Southern States, in thirteen of which the company has distribution. This year saw additional syrup and distributing plants established in Dallas, Tex., for the Southwest, and in Baltimore. The latter will supply the twelve States north and east of Ohio in which a campaign has just been started. This campaign recently opened in Baltimore newspapers and plans call for a gradual extension of similar advertising to a score of the large key cities in the territory mentioned.

"We are not national advertisers" O. R. Randau, general manager, informs **PRINTERS' INK**, "but will naturally grow into that in the next year or so."

Chain Stores Show Gains in May

F. W. Woolworth & Company report sales of \$14,798,615 for May, as compared with \$12,880,654 for the same month of last year. Total sales for the first five months were \$66,788,524 as against \$57,781,660 in the corresponding period of 1922, a gain of 15.59 per cent.

The S. S. Kresge Company report May sales of \$6,369,522 against \$4,903,106 in the same month of 1922. The five-month total was given as \$29,126,281 a gain of 32.67 per cent over the corresponding 1922 period figures of \$21,953,273.

S. H. Kress & Company for May report sales of \$2,887,289, as compared with \$2,510,967 for May of last year. The aggregate sales for the current year is shown at \$12,101,631, as compared with \$10,507,494 for the corresponding five months of 1922.

J. L. Gallagher to Direct Sales for Elines, Inc.

John L. Gallagher has been elected vice-president in charge of sales of Elines, Inc., Milwaukee manufacturer of candy. He has been vice-president in charge of sales and advertising for the Calumet Baking Powder Company, Chicago. Mr. Gallagher joins Elines, Inc., July 1.

New Figures for "Direct Advertising Campaign Based on Statistics"

VAN KANNEL REVOLVING DOOR CO.
NEW YORK

Editor of **PRINTERS' INK**:

I have neglected through an oversight to write to you concerning the article "A Successful Direct Advertising Campaign Based on Statistics" which appeared in the May issue of *Printers' Ink Monthly*.

The article states at the head of the column on page 71—"Taking all of our records into consideration we worked out a method of forecasting the business of 1920, which checked out to within 6 per cent of the actual sales figures at the end of the year. In January 1921, using the same method, we forecasted that year's business to within 6 per cent of the volume."

The figures, however, in each case above were .6 of 1 per cent and not 6 per cent and inasmuch as forecasting a volume of business one year ahead to within .6 of 1 per cent is somewhat of a feat, whereas forecasting it within 6 per cent would not be a very difficult task, we rather feel that this error considerably lessened the strength of the article.

VAN KANNEL REVOLVING DOOR CO.,
ROBERT L. BLANCHARD,
Administrative Department.

Hot Weather Campaign for Baby Powder

Johnson & Johnson, New Brunswick, N. J., will use space in eleven home publications read principally by women, to feature Johnson's Baby Powder during June, July and August. The advertising will show mothers why they need this powder to keep babies comfortable, and how to use it. Druggists are urged to tie up with this hot-weather campaign. The pharmacy slogan of this company: "Your Druggist Is More Than a Merchant; Try the Drug Store First," will appear in all the advertising. Cutouts are furnished, one in particular being recommended, that of a life-size baby with outstretched arms. Other window display material, electrotypes, and booklets are also offered.

Associated Knit Underwear Account for Moon Agency

The Associated Knit Underwear Manufacturers of America have appointed The Byron G. Moon Company, Troy, N. Y., advertising agency, to handle the co-operative advertising of the association. Present plans call for an advertising expenditure of \$150,000 per year.

Joins Bellamy-Neff Company

Garret Smith, has joined the copy department of the Bellamy-Neff Company at the New York office of that advertising agency.

When Chicago Housewives Go to Market

They spend more than a million dollars a day for groceries.

To secure their share of the business in this great market, manufacturers and retailers of groceries have judiciously selected the newspapers of Chicago to carry their selling messages.

More than a million and a quarter lines of grocery advertising were published in the six daily newspapers of Chicago during the first five months of 1923. This lineage represents the tremendous gain of nearly a half million lines over the same period of 1922.

That the Evening American is favorably considered by these shrewd buyers of advertising is evidenced by the fact that this newspaper alone carried 142,222 lines of the nearly half-million-line increase, which exceeded by 47,156 lines the gain of the next leading newspaper.

During the first five months of 1923 the Evening American carried 328,108 lines of grocery advertising.

From which it is evident that Manufacturers and Retailers of Groceries recognize the importance of Chicago as a Grocery market and pay a striking tribute to the productiveness of Evening American Advertising.

CHICAGO EVENING AMERICAN

A Good Newspaper

First in circulation among afternoon newspapers in Chicago and third in America

Who buys pianos



For 59 years Kranich & Bach have been building a solid reputation as makers of super-fine pianos.

Exclusively morning newspaper advertisers, they are now using the Herald and Examiner dominantly.

Chicago Herald a

NEW YORK: 1819 Broadway

SAN FRANCISCO: Monadnock Bldg.

nos. . . . in Chicago?

THIS advertiser's growing preference for the Herald and Examiner is shown by the following comparison:

	1922	*1923
Herald and Examiner	10,343	5,545
Tribune	7,658	1,000
*First five months		

The Herald and Examiner so far in 1923 has carried approximately 85% of all Kranich & Bach advertising in Chicago newspapers.

Reason? — Sales!

ld and Examiner



While Eastern Cities are Sweltering—

Denver and Colorado are enjoyably cool. With the opening of the 1923 tourist season the Sunday edition of



and Denver's other Sunday paper, each carried a special "Outdoor" section, featuring things for the out-o'-doors editorially and in advertisements—automobiles predominating. In this section **THE NEWS** carried

6,000 lines more

advertising than the other paper. The comparative figures are 20,970 lines in The Rocky Mountain News and 14,970 lines in the other paper.

Again proving that the pulling power of The News is recognized by the majority of automotive advertisers and others who know this field.

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

REPRESENTATIVES

Verree & Conklin, Inc.

300 Madison Avenue . New York City
Steger Building . . . Chicago, Ill.
Free Press Building . . Detroit, Mich.

R. J. BIDWELL CO.

742 Market Street, San Francisco, Cal.
Times Building . . . Los Angeles, Cal.

Stimulating the Consumer to Demand Full Measure

The Lumber Merchants Credit and Inspection Bureau of Indianapolis Finds That Advertising That Makes the Consumer Demand Value Reacts in the Favor of the Honest Dealer

REALIZING the deception actually practiced by dishonest merchants and the frequent opportunity for fraud in dealing with people unfamiliar with the differences in the standard grades of lumber, sixteen lumber concerns of Indianapolis have organized the Lumber Merchants Credit and Inspection Bureau of that city.

The Bureau is incorporated under an Indiana law which permits the formation of trade bodies without capital stock and for no pecuniary gain. It is financed by monthly dues paid by the subscribing firms. The avowed purpose of the Bureau is the education and protection of the public through advertising in the matter of grade and cost of lumber purchased.

The public reaction to this advertising is expected to bring about discrimination in favor of honest and dependable builders and contractors, and the demanding of the exact grade of lumber ordered as well as the actual quantity called for in estimates. All advertising carries the names of the sixteen member firms. All local newspaper advertising features the stamp reading: "Count and Grade Guaranteed by the Lumber Merchants Credit and Inspection Bureau." One piece of copy captioned, "A New Protection for the Home Builder," exemplifies the trend which will be followed in all of the Bureau's advertising. It reads in this manner:

What do you know about lumber? Can you tell whether or not the lumber you use in the building of your home is the grade that has been ordered? The

chances are that you *can not*, because very few people outside of the lumber trade know the differences between the standard grades of lumber.

The Lumber Merchants Credit and Inspection Bureau now makes it possible for you to *know absolutely* that you receive a full dollar's worth of lumber for every dollar you spend—that you get exactly what you pay for.

Pictured above is the guarantee stamp that now appears on the delivery tickets of every foot of lumber sold by members of this bureau. This stamp is the home-builder's protection. It *absolutely guarantees* the lumber delivered to be exactly the count and grade ordered. The quality of the lumber means *years lost or gained* in the life of your home. You can't afford to take chances. It costs no more to buy—or to have your contractor buy—from one of the dealers who gives you this guarantee. Always look for this guarantee stamp—it is *your protection*.

The organization has been in operation since the first of the year. Many of its ideas and plans are as yet undeveloped. The advertising, for one thing, J. W. Potter, manager, tells **PRINTERS' INK**, will later call attention to a display room and library in which will be assembled a display of millwork as complete as the local situation demands, and all related printed matter, books, pamphlets, and circulars available.

A complementary direct-mail campaign is also being made to builders, owners, and prospective builders. For the last-mentioned class, a booklet entitled, "Facts the Home Builders Should Know," has been prepared. The newspaper advertising urges the public to write for this.

A Garage That Has a Trade Character

An original turn has been given to garage advertising by the Commercial Truck Service Corporation, Philadelphia, which is using a trade character to identify its newspaper copy.

This trade character has the name Mr. Wood Park. He is a middle-aged and very agreeable old codger. In the initial advertisement announcing the affable gentleman's debut, the public was told to follow his adventures which would appear regularly in the same space.

The campaign will feature Mr. Wood Park in a series of cartoons showing him in a number of predicaments occasioned by his parking his car on the street instead of in the C-T garage. The advertising already has caused considerable comment and many inquiries have been received. Not a few of these were addressed to Mr. Wood Park himself.

Jewell Belting Company Finds an Advertisable Specialty after 153 Years

A Leather Auto Fan Belt Advertised to the Trade—Will Also Advertise to the Consumer

By E. B. Weiss

SINCE the beginning of the year a score of established manufacturers have advertised for the first time. Each new advertiser, in this class, has attempted to go his predecessors one better by breaking a silence of years' duration.

The Jewell Belting Company was founded by Ashahel Jewell in 1770. The company claims that the first leather belt for the transmission of power, made and sold in America, was a Jewell product. This was in 1828. Prior to that time the business of the company was leather tanning.

Until 1920 the business continued along the same lines begun in 1828. Three years ago, H. E. Hitchcock, secretary of the company, conceived the idea of producing a fan belt for the automotive industry. His plan was to make the belt from the finest raw material.

For many months laboratory tests were made until a belt was obtained which, in the minds of the company's engineers, approached perfection. Approximately 10,000 belts were then put into service on cars and the company awaited the results of this service test. Two years were allowed to elapse before the company decided its original confidence in the new belt had actually been confirmed. On December 1, 1922, steps were taken to start an aggressive selling campaign.

The first move was the creation of an entirely separate Automotive Division. B. A. Ellis was made general manager of the new department. General sales offices for the fan belt were opened in New York and an appropriation

of \$75,000 for sales-promotion work set aside.

SOME MANUFACTURING TALKING POINTS THAT CAN BE STRESSED

During the course of the manufacturing process, the belt is dipped in a compound for the purpose of sealing the pores of the leather and preventing the evaporation of the animal oils in the leather, which must be preserved as a lubricant. The same solution seals the outside of the leather, preventing the entry of water, grease or other matter. The compound gives the belt a rather sickly greenish color. Purely to improve its appearance a final coat of green lacquer is applied. Its distinctiveness is an important merchandising factor, and further to capitalize on the unusual appearance "Green Link" was chosen as the brand name.

It now remained to be seen whether an automobile fan belt selling at a dollar and over, a much higher price than that customarily asked, could be sold. For test purposes, newspaper campaigns were run in Columbus, O., and Rochester, N. Y.

The campaigns consisted of one-quarter pages run a half dozen times over a period of three weeks. Dealers' names were mentioned in the copy and the merits of the new belt and why it was worth the price charged were explained in detail. Close to 10,000 belts were sold as a direct result of the advertising. No further evidence was needed to prove that car owners would pay the high price necessary to obtain a belt of Green Link quality.

At the present moment the

MEMBER ASSOCIATED PRESS

MEMBER A.B.C.

Circulation

"How much?" is not the only important question. It is well also to ask "What kind?"

The following information is from The Christian Science Monitor's latest A. B. C. statement:

NO circulation contests.

NO rewards offered club raisers or others for securing subscriptions

NO premium offers

NO clubbing offers

NO subscriptions in arrears.

Clean News—Clean Advertising—Effective Circulation—these three factors explain why many Monitor advertisers have received results far exceeding their expectations.

The

Christian Science Monitor

AN INTERNATIONAL DAILY NEWSPAPER

Published in Boston and Read Throughout the World

company is working to secure distribution. A list of business papers is being used for this purpose. A recent trade advertisement, in the automotive trade publications, was in the form of a special, colored insert. Green is prominent in the color combination. The first page of the insert explained the manufacturing process. The reverse side illustrated a handsome and convenient counter cabinet offered to dealers. The text reads in part as follows:

A fan belt of the high quality of *Green Link* is remarkably easy to sell, but when to it are added the exclusive sales aids illustrated on this page, it becomes exceedingly simple for the dealer to greatly increase his fan belt profits.

Each *Green Link* has its series number embossed in the leather itself. It is then wrapped in an attractive orange label on which is again printed not only the series number but the complete list of cars the belt fits. The whole is then enclosed in an individual carton.

The carton is a tremendous assistance to the dealer in the sorting and storing of his fan belt stock. Printed on the bottom of the carton is the retail price of the belt, together with its series number and list of cars. The series number is also shown on each end of the carton.

The counter display cabinet illustrated above is handsomely lithographed in four colors. It is made from metal and is strong and substantial—an ornament to any dealer's store. Shelves are conveniently arranged to hold a stock of 150 belts and the cabinet is given free to dealers ordering this quantity.

Distribution is through recognized jobbing channels. Over fifty wholesalers have already taken on the *Green Link* line. These jobbers have succeeded in placing the new fan belt with more than 1,000 dealers, so it will be seen the company is making rapid progress.

The second phase of the advertising program will be directed to the consumer. This is being held in abeyance until wider distribution has been obtained. When the *Green Link* is stocked by a sufficient number of dealers magazines will be used. Newspaper space is also under consideration.

H. C. Higgins with Filene's

William Filene's Sons' Company, Boston, has appointed H. C. Higgins, formerly of the Tudor Press, advertising manager, succeeding John Alden.

Advertising Quickly Establishes New Buffalo Realty Business

A GOOD example of how advertising can be used successfully in establishing a new business is shown in the case of the George B. Ricaby Company, Inc.

This concern engaged in the real estate business at Buffalo shortly after the first of the year. The first big development which it undertook was a residential section in the northern end of the city. A contest to get a name for the section was launched, full pages being used in Buffalo newspapers. This campaign was supplemented with direct-mail advertising. The winner of the contest is to receive \$10 a month income for life.

Following this contest, when the sale of lots began, full-page space was used three times a week to advertise the section and post the public on results of sales. In three weeks time more than a half million dollars worth of lots had been sold.

In addition, the George B. Ricaby Company, during the months of March and April, did a brokerage business amounting to \$300,000, the bulk of which came in after the advertising had begun.

Jack Johnstone Joins Gardner-Glen Buck Company

Jack Johnstone, for several years advertising manager of the Art Publication Society, St. Louis, has joined the St. Louis research staff of the Gardner-Glen Buck Company.

Houston, Tex., "Press" Appoints A. G. Norment

A. Gavin Norment has joined the Houston, Tex., *Press* as manager of its foreign and promotional department. He was previously with the Knoxville, Tenn., *News* as advertising manager.

H. M. Kyle with Boston "Globe"

H. M. Kyle, recently with J. B. Woodward, Inc., publishers' representative, New York, has joined the advertising staff of the Boston *Globe*.

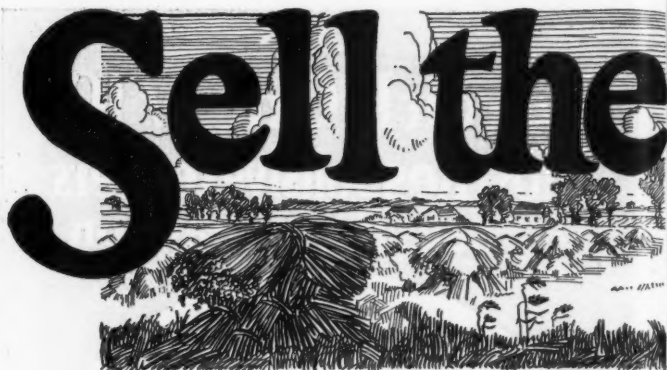
Detroit Is One of 10 Most Responsive Centers says Roger Babson

"These places should be especially responsive to advertising during the next few months: Boston, Philadelphia, Pittsburgh, Birmingham, Chicago, DETROIT, St. Louis, Memphis, Los Angeles and San Francisco."—Excerpt from Babson's Reports, Sellers Bulletin, May 3, 1923.

Detroit's responsiveness to advertising is a well known fact. Detroit is becoming, however, increasingly responsive as its population and metropolitan area grows. Detroit has increased from 942,739 in 1921 to 1,184,425 in 1923 and additions are being made at the rate of 200 families a day. This growth has added many new residential areas, has necessitated 80 miles of new street car lines and 28 miles of additional Fifth Avenue Type buses—and the whole of this fast growing, prosperous and industrious population can be covered thoroughly by one paper, The Detroit News, which reaches 90% of the homes in Detroit.

The Detroit News

*Greatest Circulation Daily and Sunday in Michigan
Over 270,000 Sunday, 280,000 Weekly Circulation*



His average income is greater than the average income of city families.

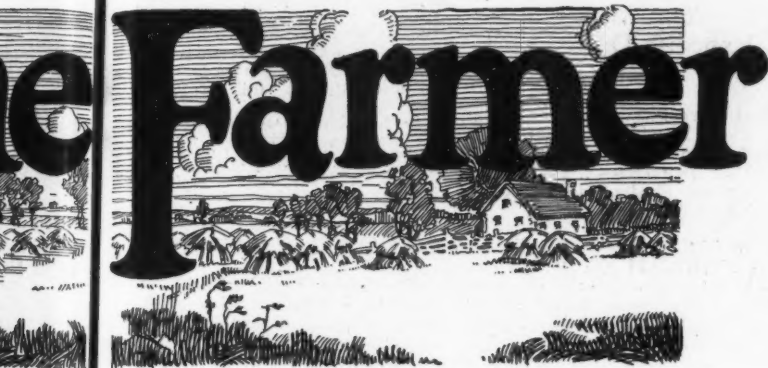
He usually owns his own home and has a business investment of \$10,000 to \$50,000.

His credit facilities are better than ever, since the new amendment to the Farm Loan Act.

Farmers this year are prosperous. Higher prices for produce, and liquidation of debts, have improved their position.

Increased acreage of money crops show an expectant three hundred million dollar increase for 1923.

Farm trade is ably served by dealers in 15,000 villages and small towns.



These dealers stock to meet farm demand and sell this same merchandise to their town trade.

The farmer thus influences the buying habits of 60 per cent of the nation's population.

Reach the farmer 100 per cent through farm papers. More than a thousand general advertisers are now using them to market their wares on six-and-a-half-million farms.

Ask your agency or write any farm paper for specific information.

Agricultural Publicity Committee
76 West Monroe St., Chicago

This committee was appointed by and is under the direction of the Agricultural Publishers Association. It employs no solicitors and represents no specific publications. All information published over this signature is absolutely impartial.

One Way to Expedite Direct-Mail Advertising

Post Office Department Points Out That Dark-Colored Folders, Cards and Broad-sides Slow Up Mail Deliveries—Green, Except Lightest Shades, Renders Reading of Addresses Difficult

Special Washington Correspondence

ALTHOUGH the Post Office Department always has been exceedingly lenient in the variety of forms and colors it has allowed to go through the mails, it has recently found it necessary to take action to stop the use of defective "window" envelopes. While it has not designated any specific colors as unacceptable for mailing, except when used in window envelopes, it strongly endorses white and certain light shades and tints. A recent order states that window envelopes with windows through which postal workers cannot see readily will no longer be tolerated in the United States mails.

Frequently it has been necessary for postal clerks to stop in their distribution of mail to scrutinize such envelopes, or even to treat as undeliverable the mail inclosed therein because the address could not be read through the window. Now, all manufacturers of this character of envelopes have been notified that the regulations must be strictly observed, and all postmasters have been notified to enforce the regulations.

In commenting on this order, Third Assistant Postmaster General Glover called attention specifically to a paragraph of another order issued to postmasters. This paragraph reads:

The stationery used in window envelopes, or at least that portion upon which the address appears, must be white or, if colored, of a very light tint or shade. The use of dark-colored stationery is not permissible.

Regarding the colors of other kinds of mail matter, such as folders, cards and broadsides, Mr. Glover said that all dark colors

of stock are objectionable, and that adequate provision must be made for legible addressing. On this point he quoted from an order to postmasters, as follows:

Not less than three and one-half inches of clear space should be left for such purposes at the right end of the address side of all envelopes, folders or wrappers of mail matter. It is preferable that all envelopes be made of white paper; when paper of any other color is used for envelopes, cards, folders or wrappers it should be of very light tints of pink, yellow or manila.

Mr. Glover explained with respect to the determination of the most acceptable orders that "these orders are the result of experience, for when large quantities of mail matter of an objectionable color reach the postal clerks they quite naturally complain. From them we learn that an address typed or written on any shade of green, except the lightest, is always difficult to read. Occasionally, business concerns adopt a light shade of brown, green or blue stationery and use typewriter ribbons of the same color in a darker shade. This practice is annoying and hampers the work of the men who sort the mails. Others, in striving for unusual and artistic effects, sometimes send out folders and mailing cards of such dark colors that they will not show the postmark. We have even handled them in black, and very dark colors, addressed with white ink.

"If all those who use the mails to any extent could see the men at work, and notice the terrific rate of speed that is maintained for hours at a time by the postal clerks in sorting the mails, I am sure that illegible and difficult-to-read addresses would all but disappear."

Three New Accounts with Kling-Gibson Company

The Shi-nup Products Company, Racine, Wis., manufacturer of silver polish; The Acme Card Index Company, Chicago manufacturer of visible card index systems, and the H. B. Sherman Manufacturing Company, Battle Creek, Mich., small motors and brass fittings, have placed their advertising accounts with the Kling-Gibson Company, Chicago advertising agency.

1923

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How long has
anyone been
in business?



YOU know how long your firm has been in business, but can you say offhand what year the bank you use was established?

Can you state the year that any large firm you buy from began business?

Do you know the year that any large company doing business in America (besides your own) was founded?

The chances are that you do not know; and it is equally improbable that very many people know, or care very much about, the exact year your company first opened its doors.

Yet banks, of any age, advertise most solemnly the year of their founding, and banks are by no means alone in attaching great importance to a statement of their age. Being an old-established house is a perfectly natural

thing to want to talk about, and sometimes a very worth-while thing to *talk* about. We have talked about this ourselves, but the statement of age never seems to *read* impressively or to make any dent in the public memory.

The fact is, that however long your firm has been in business the readers of your advertisements subconsciously estimate your age by the number of years they have been seeing your advertising, or consciously buying and using your goods.

A criticism frequently heard of advertisements is the remark: "You could sign this advertisement with the name of any firm in our line of business, and it would be just as good an advertisement for them as for us."

If it would be a valuable advertisement for a competing firm, it might be a valuable one for your

firm. But if the copy contains statements that, however true, would be uninteresting to you if signed by someone else, you may safely conclude that they would be uninteresting to others if signed by you.

Some people seem to forget that the first requisite in getting profit from advertising is to advertise.

ONCE a month, or more frequently, we issue a publication called Batten's Wedge. Each issue is devoted to a single editorial on some phase of business. If you are a business executive and would like to receive copies, write us.

GEORGE BATTEN COMPANY, INC.

Advertising

10 STATE ST.
BOSTON

383 MADISON AVE.
NEW YORK

MCCORMICK BLDG.
CHICAGO

Moulding favorable public opinion for articles or services that deserve it

Playing Safe with New Products

How One Manufacturer Prevented Failures and Waste in Marketing New Merchandise

By W. F. Tuttle

PROBABLY more money has been wasted in marketing new products in the past four and a half years than in any other period of equal length in the history of this country.

There are a number of reasons for this, the principal one being that more attempts have been made to market a greater number of products and in a bigger way than in probably any other similar period.

There was also a dearth of new products during the war because the average manufacturer was kept busy making sufficient quantities of established products to meet the war-time demand, and, in addition, almost the entire output of many standard brands of merchandise was needed to supply the American and Allied armies in France. This resulted in many little known brands becoming acceptable to the public, thus providing a chaotic condition that made it easier for new brands to become established and partially upsetting the old brand demand habits of certain localities.

It will be interesting to analyze the plan adopted by one manufacturer of new products to eliminate as many mistakes as possible and to prevent unnecessary waste—a plan, in other words, designed to accomplish the greatest possible success at the least cost.

The general sales manager, a man of considerable sales and advertising experience, had made a preliminary study of the marketing of a few new products launched during the war. He found that one of the principal reasons for so many marketing failures has been the product itself.

Sometimes it appeared that the product was not properly tested by a sufficient number of people to bring out all possible constructive criticism. At other times, the finished sample was reasonably

perfect, but when the time came to manufacture it in volume, the average batch did not equal the sample.

An instance of this was the following: About six years ago a company purchased patents and incorporated to manufacture dehydrated fruits and vegetables. For two years it had experimented with a single unit plan, believing that by coupling twenty of these single units into a single machine that could be operated by one individual, manufacturing in volume could be economically accomplished.

The samples produced by the single unit were splendid. Wherever they were sent, they were hailed as revolutionary. Several prominent hotels placed large orders, resulting in this firm obtaining sufficient capital to build a plant.

However, when the time came to manufacture, it found, for some unknown reason, that when the machinery was hooked up in units of twenty it would not turn out a product of sufficient merit to sell.

The product was thus launched prematurely, the orders that had been taken based on the quality of the samples were cancelled, confidence was lost in the venture, the backers withdrew their support and the product was doomed before the factory had sufficient time to correct the manufacturing trouble. As a result, there was a factory for sale very cheap.

The sales manager found that other ventures failed because the products did not fit any definite, vital need. They failed to go over the top, as it was too expensive to create a real demand for them.

There were various reasons for other failures—some of the products were not properly packed, some of the manufacturers lacked sufficient money for marketing purposes. Others did not meet

competitive quality. Numerous products were put out without having proper precautions taken in labeling and branding and, therefore, did not comply with legal requirements. Everywhere, the sales manager found that great carelessness marked this post-war period.

He could not find a single product marketed that had not had changes made in the product itself, the packing, the label, advertising or the marketing policy. He had, therefore, posted himself sufficiently to prevent these mistakes, knowing that it is far more expensive to correct such errors after the product has been put on the market than beforehand, and that starting right is fully half the battle. His general conclusion was that the cause of this waste had been the desire for haste that had actually resulted in delays.

TRIAL CAMPAIGNS IN SMALL MARKETS

As a result of this preliminary investigation, the sales manager adopted a policy of trying out new products and their sales and advertising plans, in two or three small markets, watching the results and perfecting the product and plans before endeavoring to sell it nationally or even sectionally in any volume.

Five cities, about 25,000 in population, one located in the New England States, another in Pennsylvania, another in Indiana, another in the South and the fifth on the Pacific Coast, were selected for experimental purposes, each city being regarded as typical of the territory surrounding it.

Taking five of his best field men, this sales manager worked out plans for merchandising the product and sent one man to each city to take charge of operations.

The results obtained helped to form the general policy for selling and advertising and to determine what might be expected regarding the success of the product, the cost of marketing it and what its future from the standpoint of volume and profit might reason-

ably be expected to be. Actually, a saving of thousands of dollars to the manufacturer resulted through the information gained, not only in regard to the product, but in regard to the plans as well.

Below are a few of the most important facts determined through this experiment.

First, that a general advertising campaign for the entire country would not be successful in over 50 per cent of the markets—that is, for these particular products, one section requires a different type of educational copy from the others. To meet this, the sales manager added to his staff promotion men to investigate each market through available sources, then selecting the final copy appeal for each section.

Second, that the product did not completely fill the container when it finally reached the consumer. It was filled to the brim when it was first packed, but, due to handling in transit, etc., the contents of each container were shaken down so that when the product finally reached the consumer, the can was but little more than three-quarters full. This brought a great deal of criticism, as the product was high-priced and the consumer felt that she was receiving short weight.

Third, that the shipping container was not practical, being slightly too large, allowing the packages inside to rub against each other, ruining the appearance of the labels.

Fourth, that by reducing the cost to the consumer, volume would quickly be increased to a point that would increase rather than decrease the profits on the product at the end of the year. This was discovered by conducting tests over a period of six months, retailing the product at one price in three cities and at a slightly lower price in the others.

Fifth, this particular product being handled by both druggists and grocers, the manufacturer found that the average druggist would buy only in broken dozen quantities, and that the grocer would place an initial order for



*Until recently, there were three
liberal evening newspapers in New
York, THE EVENING WORLD, The
Evening Post and The Globe.
Today there are two.*

Added to the staff of
THE EVENING WORLD are:

TRISTRAM WALKER METCALFE
School Page

WALTER CAMP
Football

H. I. PHILLIPS
"Globe Trotter"

STUART P. WEST
Financial

GEORGE T. WEST
Investments

The wireless and cable service of the
Chicago "Daily News" covering the
capitals of the world.

The tabloid SATURDAY RADIO MAGAZINE.

The Evening World

MALLERS BUILDING
CHICAGO

PULITZER BUILDING
NEW YORK

FORD BUILDING
DETROIT

MARKET AND THIRD STS.
SAN FRANCISCO, CALIF.

TITLE INSURANCE BLDG.
LOS ANGELES, CALIF.

SECURITIES BUILDING
SEATTLE, WASH.

several dozen. Because it was necessary to obtain initial distribution through retail work conducted at the expense of the manufacturer, distribution efforts were limited to selling the grocer and not the druggist.

As soon as distribution was obtained among the grocers, the advertising was released, and as it became effective the manufacturer found that the druggist purchased voluntarily, thus relieving the manufacturer of the expense of having missionary salesmen call on the drug trade.

As an actual fact, the test campaign on this product showed that thirty days after the advertising was released there was a higher percentage of distribution among the drug trade, at no cost to the manufacturer, than among the grocery trade, which had been extensively worked by retail crews.

This plan of obtaining distribution was adopted nationally because the size of the individual order obtained by the salesman calling on the grocery trade helped to offset the cost of the missionary work.

Thus, after a delay of eight months, during which time the experiments were conducted, the product was ready to be marketed nationally.

These experiments had cost the manufacturer very little. The delay in marketing was of slight importance and the results obtained from the tests were worth thousands and thousands of dollars.

The results obtained in these test cities had one other important effect. They had shown what might be expected of the product, to the officers of the company and its directors. They had proved that the product had volume possibilities—that once established it would be highly profitable—that to be properly marketed, it would require sufficient capital for advertising and that the product would not show a profit for three years.

This last was most important, for a sales manager can make no greater error than to promise his

company considerably more than he can deliver. Without this test campaign the enthusiasm of the sales manager might have prompted him to spend money for advertising which would have shown a considerable loss at the end of the year.

For just as a business can fail by trying to operate on too little capital, so can a product fail with too small an advertising appropriation.

Except where speed of marketing is the greatest need for a product, due to special factors, the test city plan is frequently the quickest way to reach volume.

With this plan a manufacturer may know *before* he embraces the cost of national marketing:

1. That his product is *liked* and *needed* by the consumer;
2. That it is properly *packed* and *labeled*;
3. The best and cheapest way of *selling* and *advertising*;
4. That he will have the enthusiastic support of his selling organization and the complete support and understanding of officers and directors.

Fire Insurance Company Uses Timely Copy

The day following the destruction of the train shed of the Broad Street Station of the Pennsylvania Railroad, Philadelphia, the Pennsylvania Fire Insurance Company took space in the newspapers, heading the copy, "Where Is My Baggage?" "You know what happened at Broad Street Station last night" read the text. "Our tourist floater policy covers these losses and many others—at a nominal cost." The parting shot was, "Vacationists, be sure your troubles are over before you start!"

Summer Campaign for Western Beverages

The Henry Weinhard Company, Portland, Ore., manufacturer of Puritan sodas, Orange Port, Columbia Brew and Porter, plans a summer advertising campaign on its products. The account has been placed with the Adolph L. Bloch Advertising Agency, Portland, Ore.

Kaynee Clothes Account with Henri, Hurst & McDonald

The Kaynee Company, Cleveland manufacturer of children's wash clothes, has placed its advertising account with Henri, Hurst & McDonald, Chicago advertising agency.

A Gain in Advertising Lineage of 113%

The August issue of Hearst's International Magazine contains 113% more paid advertising than the corresponding issue in 1922.

This is conclusive evidence that advertisers are according due recognition to the marked circulation gains (101% in the past year) that are being registered by this publication.

Hearst's International Magazine
A LIBERAL EDUCATION



This little device went to market

This little device was an automobile improvement whose immediate market was among car owners.

Fortunately the man who controlled its sale knew that the quickest and most economical way of selling the car owners was in first selling the men from whom car owners buy.

So through strong, consistent advertising in the good trade papers, which the substantial dealers and jobbers

read, this little device was offered for sale.

And pretty soon things began to happen. Dealers and jobbers more and more began to order and re-order. Here was a salable article on which a good profit could be made.

The trade was sold on it and the trade sold it.

This little device went to market and its manufacturer went to Europe—he could afford to.



This little device stayed home

This little device was built by a man who didn't know how to sell it and wouldn't let anyone else tell him how to sell it.

He labored under the delusion that, having a good article, all he had to do was to wait for the public to come and buy. He didn't

believe in advertising and he distrusted all men who sought to advise him.

He waited and waited, but nothing happened except locally.

This little device stayed home and so did its builder, who still wears overalls.

Class Journal



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This little device got lost in the woods where the trick merchandisers roam

This little device was made by its builder's property, all except a man who was ready to take his home, which was in his everybody's advice as to how it wife's name. should be marketed.

Every trick merchandiser that came along sold him a brand new scheme until finally having tried balloon advertising and sky-writing and all the other perfectly wonderful stunts he was forced to quit for lack of funds.

This little device got lost in the woods and the sheriff attached

For the elucidation of the moral, address

THE CLASS JOURNAL COMPANY

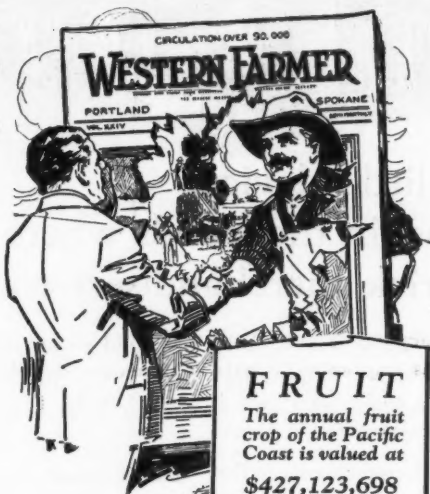
New York, U. P. C. Bldg.; Chicago, Mal-
lers Bldg.; Boston, 185 Devonshire St.;
Philadelphia, Widener Bldg.; Cleveland,
Guardian Bldg.; Detroit, 817 Fort St.
West; Indianapolis, 1212 Merchants'
Bank Bldg.

Publications



**AUTOMOTIVE INDUSTRIES
MOTOR WORLD] ✓
MOTOR AGE
MOTOR BOAT
MOTOR TRANSPORT
EL AUTOMOVIL AMERICANO
DISTRIBUTION & WAREHOUSING
AUTOMOBILE TRADE DIRECTORY
TIRE RATE BOOK**

Say—
"Howdy"
to the
Farmers
of the
Pacific
Coast



THROUGH the
Western Farmer
you can meet the Big
Income farmer of the Pacific Coast on a basis
of confidence.

For almost a quarter of a century the *Western Farmer* has maintained the largest farm paper circulation on the Pacific Coast. Today its circulation is almost double that of any other farm paper in this field.

Speak to the farmers of the Pacific Coast through their old and accepted friend.

WESTERN FARMER

THE LARGEST FARM PAPER OF THE PACIFIC COAST
PORTLAND, OREGON

REPRESENTATIVES:

E. KATZ SPECIAL ADVERTISING AGENCY
Chicago :: New York :: Kansas City :: Atlanta

EDWIN C. WILLIAMS, San Francisco

B. N. HUTCHINSON, Seattle

Pictorial Teasers in the Opening Page of Trade-Paper Inserts.

How the Cover of Business-Paper Inserts Is Planned to Gain Attention for the Inside Pages

By W. Livingston Larned

THE moment real competition begins to manifest itself in advertising, regardless of the field, the quality and artistic merit of the rival advertisements immediately assume a noticeably changed aspect. In business-paper copy this is particularly noticeable. Usually the final result is the trade-paper insert.

These inserts have are real works of art. Dull subjects and products take on genuine interest.

Take an advertisement progressed to such an extent that often they ment of the humble piston ring as an example. An advertisement of the manufacturer of "Quality" piston rings, reproduced herewith, readily shows that an effort has been made to fill the eye and page with something close to art.

Say what you will about relevancy, the "Quality" ring pages, with their smiling young girls, have livened a dull subject.

Copy such as this makes successful insert covers. It has come to be quite customary to tell very little of the commercial phases of the proposition on this opening page. It is, to a degree, a pictorial "teaser."

In this same class is a recent Bosch insert cover. Here an illustration has been achieved by the most clever blending of a photograph and a drawn-in trade-

mark, or at least a flashlight effect, softened and modulated, and liberally touched with vivid contrasts. The trade-mark, long identified with Bosch advertising, is shown in ghost fashion, in the upper left corner. Three photo mounts and a texture background



A PICTORIAL TEASER THAT LEADS INTO A SELLING MESSAGE ON PISTON RINGS

also add to the effectiveness of the composition.

Aside from automobile show announcement dates and the display name, the cover is given over entirely to material of a non-committal nature. This may be considered a fine example of the

present-day insert feature in business-paper copy.

In this case only the black plate was employed, although many special inserts are in full color from plates of the finest grade.

Two colors can be used to ad-

Achievement of a 'Great Organization.' Nothing on this first page gives the identity of the advertiser away, and it is not until the page is turned that the name Willys-Knight appears. An attempt has been most successfully made to produce an uncommercial design.

A two-page Raulang Automobile Bodies spread, a short while ago, carried no lettering of any kind. There was a dignified picture of the entrance-way of a pretentious private house, through which a waiting car could be seen, a chauffeur in attendance.

The second page was made to hold such commercial talk to automobile builders as the advertiser desired to communicate.

The North East Electric Company, in an elaborate four-page insert on heavy stock, gave a demonstration a month or so ago of just how far an advertiser of mechanical products can progress when he sets his will and ingenuity to the task. This manufacturer supplies electrical parts to automobiles and various other in-

dustries. The insert was constructed to bring out this idea:

"Ever since the pioneer days of electric starting and lighting, in the automobile, North East equipment has been standard on cars notable for their durability."

Methods of travel of many different lands were pictured in a colorful frame of twenty imposing illustrations. From the elephant of India to the camel of the desert, the old-fashioned prairie schooner, the stage coach, the ox-cart and the plodding teams of the peasant countries, these full-color pictures transformed the centre spread of the insert into a piece



THE FIRST PAGE OF A WILLYS-KNIGHT INSERT THAT DID NOT STEAL THE THUNDER OF THE REMAINING PAGES

vantage. And after many experiments, red and black or a rich orange and black seem to prove the most serviceable. They never disappoint, and it is possible to secure a three-color effect by wise manipulation.

Attention should be called to a recent insert cover produced for the new Willys-Knight automobile. In the original it was done in deep orange and black, the factory taking advantage of numerous shades of the red, or red combined with the black plate, to give browns in an almost endless variety.

But see the title: "The Greatest



Linked!

NEW ORLEANS, famed everywhere as a center for good food, excellently prepared, is naturally responsive to food advertising.

Manufacturers and packers of good food products which are backed by sound merchandising and advertising, will find in New Orleans and tributary territory a market distinctly worth while.

The Times-Picayune, leader of its field in circulation and leader of the South in advertising volume, is the dominant, recognized medium of food advertising in New Orleans.

National advertisers will find significance in the fact that in May The Times-Picayune printed 11,634 lines more food advertising than the other New Orleans newspapers combined.

The largest and most highly organized merchandising bureau maintained by any Southern newspaper is at your service.

Sell New Orleans Through- The Times-Picayune

FIRST FOR THE SOUTH

ADVERTISING REPRESENTATIVES:

CONE, HUNTON & WOODMAN, Inc., 225 Fifth Ave., New York City; 130 N. Wells St., Chicago; Victoria Bldg., St. Louis; 516 Lightner Bldg., Detroit; Victor Bldg., Kansas City; Constitution Bldg., Atlanta.
R. J. BIDWELL CO., Times Bldg., Los Angeles; 742 Market St., San Francisco.

of educational matter which anyone would be glad indeed to keep on file. That dealers might well put it on their walls or in their windows is conceivable.

A Nichrome insert cover in an electrical journal was characterful enough in its art and engraving technique to serve as a sample for years to come for those who wish to blend line work with half-tone, and cement them with flat poster color effects.

The opposite page got right down to business, but the cover was rich, ornate, splendid in composition and a credit to the institution responsible for it.

With the advent of fine paper stocks, inserts can and do employ full-color plates. Occasionally, as in the automobile industry, magazine designs can be repeated in trade journals, but in connection with special copy.

A recent issue of a trade publication devoted to the most prosaic of mechanical subjects contained eleven full-color special inserts, and nine of them were real works of art, without sacrificing either the dignity of the company or the message and its true significance.

It is a department of advertising which deserves encouragement. The more these better things are noticed and praised and described and commented upon, the more they will come to embellish our business publications.

Letter Cancellation Advertising Restricted

THE privilege of having advertising dies used on postal service canceling machines has been accorded various projects and exhibitions since May, 1922, when a special Act was passed by Congress authorizing the Postmaster General to grant such permission.

An inquiry to determine the policy pursued in the extension of this privilege disclosed a very liberal course, no request of an industry or organization being denied if the legend suggested was

suitable and if the machines at the office at which the dies were desired to operate were free to perform such service. A letter to this effect from H. H. Billany, fourth assistant postmaster general, was published in part in the December 21, 1922, issue of PRINTERS' INK, in connection with an article on the free advertising obtained by the silk industry (International Silk Exposition) at the New York Postoffice.

Recent criticism regarding the use of dies for advertising events and organizations of limited and local interest has caused the rules of the Post Office Department to be amended in this respect. In this regard, Mr. Billany now informs PRINTERS' INK as follows:

"As a result of this liberal construction of the law, some adverse criticism was made concerning the authority for the use of some dies operating at various points, bearing legends which, while understood by the community in which they operated, were misconstrued by persons at distant points. For this reason and because of a recent decision by the solicitor of this department to the effect that the use of special dies must be confined to the advertisement of events of national general public interest, this office has adopted a more conservative policy and is endeavoring not to extend the privilege of such advertisements to one industry or organization to the exclusion of others."

Advertising Given Full Credit for Sauerkraut Success

The national advertising of the National Kraut Packers' Association was credited at the annual convention of that organization at Detroit with moving a record 1922 sauerkraut pack so well that less than 37,000 casks remain in first hands, and reports from Wisconsin, Illinois and Eastern centres indicate the smallest proportionate carry-over in the history of the industry. This record pack was greater than the three previous years combined. It was also the opinion that sauerkraut was rapidly becoming a year-round dish.

Officers and committees were re-elected. The advertising appropriation was increased. The campaign for the second year will start in September and October and will include several national publications in addition to those used during 1922.

"The Troublesome Tenth"

The consensus of opinion is that 10% of an advertising appropriation should go for direct advertising matter—booklets, folders, circulars, catalogs, mailing-cards, and so forth.

Now it often happens that there is more trouble, worry and annoyance with this tenth, than with the other 90% which goes for publicity.

But, dear reader, your campaign will not be properly balanced if you omit or slight "the troublesome tenth."

We have artists, designers, copy writers, and competent advertising counsel to help you with your direct advertising.

Perhaps, if you enlist our assistance, "the troublesome tenth" won't prove so troublesome after all.

Charles Francis Press

Printing Crafts Building

Telephone Longacre 2320

461 Eighth Avenue, New York City



Man Power

the basis of

"Advertising Well Directed"

The worth of any advertising agency can be gauged definitely by the combined ability and experience of its men. ¶ Included in the well rounded staff of the Campbell-Ewald Company are specialists in every phase of advertising work, including market analysis, sales promotion, media, copy writing, layout and mechanical detail. ¶ This individual ability is so organized that the advertising and merchandising problems of every client receive the closest study and earnest attention not of one or two members of the company, but of the entire organization.

H. T. EWALD, *President*

E. St. Elmo Lewis
Vice President

Guy C. Brown
Secretary

J. Fred Woodruff
Treas.—Gen. Mgr.

CAMPBELL~EWALD

NEW YORK

DETROIT

THE STAFF

A. E. Aveyard, <i>Copy Writer</i>	J. A. MacLaren, <i>Sales Promotion Department</i>
M. D. Bergey, <i>Mgr., Toronto Office</i>	Arthur F. McCrea, <i>Copy Writer</i>
Wm. H. Birchfield, <i>Research Department</i>	David R. Merrill, <i>Retail Dept.</i>
Elmer R. Bornman, <i>Production Department</i>	Ralph B. Miller, <i>Media Dept.</i>
K. L. Bridges, <i>Copy Writer</i>	John Miller, <i>Mechanical Detail Department</i>
Louis H. Burbey, <i>Retail Dept.</i>	W. A. Moffett, <i>Copy Writer</i>
W. O. Cooper, <i>Copy Writer</i>	A. R. Nickel, <i>Copy Writer</i>
F. A. Cuddihy, <i>Mgr., Research Department</i>	Ronald S. O'Neill, <i>Copy Writer</i>
John A. Drake, <i>Mgr., Chicago Office</i>	Arthur Pressland, <i>Auditor</i>
Wm. R. Ewald, <i>Business Mgr.</i>	E. J. Rapp, <i>Mech. Detail Dept.</i>
Douglas H. Ewen, <i>Copy Writer</i>	F. W. Reed, <i>Office Mgr., New York Office</i>
A. J. Feinberg, <i>Director, Art Department</i>	Geo. C. Reimold, <i>Mgr., Mechanical Detail Department</i>
Edmund Ferres, <i>Copy Writer</i>	F. D. Richards, <i>Account Mgr.</i>
Emanuel G. Frank, <i>Mgr., Copy Department</i>	L. T. Robinson, <i>Account Mgr.</i>
George C. Fries, <i>Mgr., Media Department</i>	Ed. E. Rothman, <i>Production Department</i>
J. K. Gould, <i>Mgr., N. Y. Office</i>	B. Murray Saunders, <i>Production Department</i>
Jacob Greiner, Jr., <i>Production Department</i>	A. C. Schroeder, <i>Chief Accountant</i>
J. L. Hardig, <i>Production Mgr.</i>	Paul R. Smith, <i>Account Mgr.</i>
Melvin A. Hollinshead, <i>Account Manager</i>	Roland G. Spedden, <i>Mgr., Retail Department</i>
N. G. Holloway, <i>Retail Dept.</i>	W. H. Taylor, <i>Account Mgr.</i>
Geo. O. Leonard, <i>Account Manager</i>	John B. Terns, <i>Copy Writer</i>
A. H. Linenberg, <i>Mechanical Detail Department</i>	W. A. Van Haagen, <i>Copy Writer</i>
	Helen Vogel, <i>Research Dept.</i>
	Robt. A. Wallace, <i>Copy Writer</i>

This Service Staff is supplemented by over seventy-five assistants making a complete organization approximately one hundred and twenty-five persons—all devoted to giving Campbell-Ewald clients the benefit of "Advertising Well Directed."

COMPANY *Advertising*

CHICAGO

TORONTO

Little Journeys Along Main Street



Eaton Rapids, Michigan

EATON RAPIDS is a modern little town of 2,379 people, situated 24 miles west of Jackson, Michigan, on the Michigan Central Railway.

The town has one large industry, the Eaton Rapids Woolen Mills with 600 employees, another woolen mill employing 70 workers, a pickle factory and a large cold storage plant.

On a wide, paved main street are located practically all of the retail stores—two drug, two hardware, seven grocery, four dry goods, a five and ten cent store and five automobile dealers.

While Eaton Rapids is small, commercial travellers do not overlook it. The stores are stocked with well known trademarked merchandise and retail business amounts to nearly \$1,000,000 per year.

Eighty per cent of the buyers of this merchandise are farm families, not only in Eaton Rapids but in hundreds of similar trading centers.

Be sure that some of your advertising reaches farm women, the dominant factors in this buying.

THE FARMER'S WIFE

A National Magazine for Farm Women

SAINT PAUL, MINNESOTA

WALLACE C. RICHARDSON, Inc.
96 Madison Ave., New York

STANDARD FARM PAPERS, Inc.
Transportation Bldg., Chicago



Keeping Star Salesmen in the Fold

High Steppers and Fast Pacers Are Inclined to Be Temperamental and Require a Dextrous Rein

By W. H. Heath

HOW does it happen that some concerns manage to get together all-star selling organizations while other houses seem unable to get more than a scattering of the big fellows, interspersed with the weeds and tares of mediocrity?

A certain new company some time ago sent out a representative, prior to the actual establishment of a selling organization, with instructions to study the subject in its more modern phases. Headquarters of this company were just out of Boston. The product was a low-priced line of shoes.

The interesting phase of the experiment was the reception accorded this representative by at least two dozen shoe manufacturing enterprises. There was no tendency to hold anything secret. Doors were not shut to him. One sales manager put it in this way:

"By all means look over our organization. Even our books are open to you. We'll answer every question you ask. The reason for this policy is simple: First, we are not afraid of competition and believe that every new concern is good for the common cause; secondly, you will be responsible for a school for salesmen, and, who knows, we may skim off the cream as fast as you develop first-class men. Admittedly, they are scarce. That's why ethics are not so important in our eyes. If you have a salesman of pronounced ability, we will get him if we can do so without literally stepping into your shop and stealing him. In many lines the sales department is the locomotive of the train. Business success is impossible without a vigorous selling organization.

"I have intimated that we will perhaps assimilate the best men you are able to cultivate. I might as well be frank on the subject. Not one concern in fifty under-

stands how to keep star salesmen.

"It is every bit as much of a problem to keep efficient salesmen as it is to create them or be aware of their ability when they come into the organization. That is why star salesmen, like gypsies, are forever on the move.

A HAND-PICKED SALES ORGANIZATION

"We specialize in holding the stars. We're not particularly interested in the others. For our size, we are noted throughout the country for having the finest collection of shoe salesmen ever gathered under one banner. It is a hand-picked organization. You can pick out a man at random and he'll be distinctly above the average. There are no 'weak sisters.'

"The answer is that I believe we know how to handle a high type of man when we get him, and it doesn't take us long to find him out. That is where most selling organizations are weak. The good, bad and indifferent are thrown into one wriggling mass and all handled in approximately the same manner. There is no specific study of individuals.

"You can't hold the stars, the big boys, the inspired few, by any such process. Every good man is a little problem unto himself. Genius can't be properly, wisely handled, by the mass plan. As a direct consequence of our special methods we actually do skim the cream off other sales organizations. They are gypsies no longer, once they come into our fold. I venture the remark that perhaps we will hold open house to your graduates in the new school of salesmanship, and method is back of the hint.

"A few miles out of ——— there is a manufacturing enterprise somewhat resembling ours. I happen to know—and play golf—with its sales manager. We are

friendly enemies. Once away from our desks we whip streams for trout together, go camping in Maine, and play abominable four-somes with neighbors. But we never did agree in this matter of handling men, and I have five wonderful salesmen who were once with Jones. Every little while I get another one.

"The Jones method is typical. Now consider the case of young Bainbridge. He had been brought up in the shoe manufacturing atmosphere. His father had gone broke engaging in a war-time special of some sort, but the boy was shrewd, far-seeing and a natural-born salesman. The first place he went, when the crash came, was to my friend Jones, and he was nabbed up in a hurry.

"A little over a month later he was standing beside my desk, asking me if I had a place for him. I most assuredly had. Jones had handled him as all salesmen are handled in that plant. Bainbridge is high-strung. He is accustomed to being allowed to formulate his own plans. He needs, least of all, a check-rein. And every one of these aggravating elements was carried on in his case because that is the Jones system. No salesman is permitted to work to any extent on his own initiative. A study is never made, as I have said, of the individual. One system covers everybody and everything. The salesman becomes a cog in a machine. Bainbridge received the wage he requested, and the territory given him was one he knew, but neither of these inducements could keep him. There was something more to a job than that. Bainbridge, I found, after the most casual acquaintance, needed little coaching, no whipping, no long sieges of instruction. He was a colt, and the minute you let him out into a field he began to kick up dust and his heels, but he could sell goods!

"He was handicapped by office detail in the matter of long harangues. And he was proud, very proud. Some of his ancestors were Revolutionary fighters of note, and when Jones, in that quick, garrulous, know-it-all way

of his began to order Bainbridge about, the ancestral fighting stock kicked over the traces.

"He handed in his resignation before the month was out and Jones wondered why 'those infernal salesmen were such restless customers!'

"Men of ability are nearly always independent.

OTHER THINGS BESIDES MONEY ARE WANTED

"Money is not everything to them. They are impatient under restraint. They must be permitted to exercise their own ideas and resourcefulness occasionally. In their way, they are leaders themselves and balk when there is too much leading by someone else.

"I sized up Bainbridge at once, and considered him as a separate problem. No general office rule was made to apply to him. I saw at once that if I wanted to keep him I must do some things his way, provided, of course, his way was consistent with the ethics and policies of my company. He is out on the road now and doing wonders. Moreover, he is happy. I'll keep him.

"There is a zero period when new salesmen are employed, during which time a sales manager should concentrate on a study of the newcomer, analyzing him, dissecting his peculiarities and making mental reservation as to his weaknesses, his hobbies and ambitions. If this rough sledding period can be gotten over, I can't see why any sales manager should not collect his all-star organization and hold it together indefinitely. As matters stand now, in the average business there is a pretty sad mixture of good and bad, with the bad predominating.

"Nevertheless it is the goal, the golden desire of every business house to have an aggregation of entirely competent salesmen; an all-star sales force. This will never be an actuality for any sales manager until he begins to consider men individually, rather than as a class. Competent individuals are high-steppers and do not require the lash.

"I never will forget a conver-

sation which passed between a sales manager friend of mine and one of his men—a youngish chap. The salesman was impudent, I thought. He snapped out his words and his eyes flashed, and in almost every particular he suggested the undisciplined schoolboy, who needed a sound spanking.

"I don't understand why you stand for anything like that!" I exclaimed to my friend, after the salesman had gone his way, placated by the most mild comebacks on the part of his superior.

"The sales manager smiled. 'You don't understand,' said he, 'and I do. That boy is a wizard. I don't think I could produce his like, as a salesman, if I searched for a year. And deep down in his heart he's a lovable chap. I'm very fond of him. He doesn't mean half he says. There are verbal fireworks on the tip of his tongue. He can't quite keep a civil tongue in his head. He was born that way. It's part of him and quite beyond his control. He is impatient, intolerant of restraint, as nervous as a basket of kittens. He will always be so. Why attempt to change him?'"

"Those tantrums of his never hurt me and he means nothing by them. You see, I understand. If I fought back, it would end with a sudden sharp quarrel, and I would lose my boy wonder. As it is I secretly sympathize with what I know to be a failing, and will help him by dignified silence or moderate, tolerant replies. It isn't a case of my personal pride against his. I understand the boy. There is nothing venomous in anything he might say. I have found the most successful and effective foil for his temper. And so I keep him. And I need him. He is too valuable to be on your staff."

"I have a man of past fifty who is known in every nook and hamlet and big city of Massachusetts as a genius in the shoe game. In twenty years he had been employed by some thirty-five different concerns and never with one longer than a year at the outside. When he came over to talk with us, one of my factory pals telephoned in advance. He said:

"I think X is on his way to your office, looking for a job. He is a wonder, as you know, but don't hire him under any circumstances. He simply can't stay put. He was with us for seven months and then drifted on. He'll stay with you just long enough to prove that he's a good man and then he'll want to hit the trail once more."

"But I was eager to try our system on X. I had him hang around the plant for thirty-six hours, during which period I secretly studied my man. And for a week after that I did the same thing before he finally went out on the road for us."

"On the evening he was to leave he came to my door and asked for a second or two of my time. I granted it, gladly."

"Mr. Burleson," he said, "I want you to know that as far as I can see, I'm here for the rest of my life, and perhaps you have heard—I can sell goods. I have the reputation, however, of never remaining with one organization very long. There has been a reason. I'd like to speak to you about that, too."

"I expressed my intense interest in anything he might have to say, and he resumed:

"You are the first sales manager I have met, in say, twenty years, who ever took the trouble to consider men, individually, rather than as an organization. I can't work where I feel someone is not giving me, personally, just a little thought, on the side. Perhaps I'm funny that way and unreasonable."

"You gave me a desk of my own and a little cubby-hole with a door to it, in the main executive building. How did you know that it was just what I like and want and need when I'm off the road?"

"Oh, I just thought you had that hankering," was the way I came back at him, laughing. "Some of us like to get away from the noise and the rumpus, where we can do our thinking in peace and quiet. I studied you for the first two days."

"Thanks," he concluded; "you'll find me grateful."

"And I did. He is one of our

stars and absolutely contented. But every so often I attend to some little pet whim or want. He is as highstrung as I had expected him to be.

"In a sales organization where there is a pronounced majority of star men, I think you will invariably find that the sales manager is a student of human nature and of character. He does not attempt to hitch ten horses to a chariot and drive them all with the same set of rules and reins. Some have tender mouths, some want to leap ahead of the crowd, some want to sit down and rest and make it up later with an extra spurt.

"The restless movement so noticeable among salesmen is due, most of the time, to the blunt fact that they are unhappy. Nobody studies their personal whims and fancies. They are driven with the herd. And if they are willing to be driven with the herd, by herd methods, then they are no more competent or talented than the average of that same herd.

"Men who do things extraordinarily well are indeed different. They are spirited, quick as to tongue, often opinionated, and sometimes difficult to get along with. Only a sales manager who makes a sympathetic, conscientious study of character and who is himself tolerant and patient, can hope to assemble an all-star group of salesmen."

Additions to Staff of J. B. Woodward, Inc.

Frank A. Haskins and Leonard L. Marshall have joined the sales staff of J. B. Woodward, Inc., publishers' representative, New York. Mr. Haskins was formerly with the sales department of the Standard Oil Company of Indiana at Chicago. Mr. Marshall previously had been with the Chicago *Daily News* as head of its financial department.

Eleanor Hayden Starts Advertising Business

Miss Eleanor Hayden has resigned as advertising manager of the Hampton Shops, New York, to engage in her own business. She will open an office at New York as an advertising counsel and copy writer on home furnishing and decoration accounts.

Thomas W. Lawson Gets an Advertised Answer

In a Boston newspaper advertisement Thomas W. Lawson, Boston financier, offered his Locomobile for sale. This car was one of two which he purchased for \$25,000. He offered this car for \$5,000 cash or 5,000 one-dollar cigars.

Mr. Lawson's desire to trade his favorite machine, which was one of eleven cars in his possession, was so unusual and caused so much comment that the Consolidated Cigar Corporation saw in it an opportunity that could be adapted to the advertising of its "Mozart" cigars. The company in its copy referred to Mr. Lawson's advertisement which was headed "For Sale—Best Car in World—Locomobile."

The Mozart advertisement was run over the signature of the Joseph P. Manning Company, Boston, distributor for the Consolidated Cigar Company. At the top of the copy was a drawing of a huge Mozart cigar carried on the shoulders of six little dwarfs who were endeavoring to mount an automobile upon it. "We can't buy your car Mr. Lawson—though we have the 5,000 cigars," the introductory caption stated.

"We believe all you say about your automobile—but as our cigars sell freely in one size at 2 for 25c and in another size at 10c, we can't put them over on you at \$1 per—but they're worth it," read the following text.

The copy then continued, in an intimate manner, to tell Mr. Lawson of the good qualities of the Mozart. He was informed that he would find these cigars very satisfactory and their cost would be trifling. "Try Mozarts," suggested the copy, "and you needn't sell your car."

Chicago Sales and Advertising Counselors Form Association

A number of men in Chicago who, as individuals or as companies, are rendering a sales and advertising counsel service, have organized the Association of Sales and Advertising Counselors. The following officers were elected: President, Frank B. White, Agricultural Advertisers' Service; vice-president, John Clayton, and secretary-treasurer, Noble T. Praigg, Praigg, Kiser & Company. Charles Henry Mackintosh and George Landis Wilson were elected directors.

Members of the new association have adopted a constitution, by-laws and standards of practice, which lay down a series of guides to client contact which the new association expects will serve in organizing the interests of advertising to the advantage of business generally.

Ingersoll-Rand Earnings Increase

The Ingersoll-Rand Company, mining and contracting machinery, New York, for the year 1922 reports a net income after interest, depreciation, and Federal taxes of \$3,578,262 in 1922, in contrast with \$582,241 in 1921; \$3,885,928 in 1920, and \$5,016,907 in 1919.

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DETROIT

was never busier

America's Fourth City is zooming along on a wave of "busy-ness." Industries are working overtime, steam shovels are going day and night digging foundations for homes, stores, factories, office buildings, hotels. Detroit today is a most favored zone in which to sell. As the only morning newspaper in a city of more than a million, The Detroit Free Press offers a unique and unusual opportunity to make advertising "strike pay dirt."

The Detroit Free Press

"Advertised By Its Achievements"

VERREE & CONKLIN, INC.

Foreign Representatives

New York

Chicago

Detroit

San Francisco



Hundreds of Trade Names

IF you have ever bought much printing paper of fine quality you have doubtless used some of Cantine's Coated Papers, although you may not have known it.

For thirty-five years we have been selling our papers under various jobbing brands. We shall continue to do so for jobbers who insist, but for the benefit of the majority we have recently trade-marked our papers, thereby reducing many brands to five.

You need no longer wonder whether Jobber A's X-brand is really made by The Martin Cantine Company and is the same as Jobber B's Y-brand. You can escape all doubt and uncertainty by specifying the mill brand.

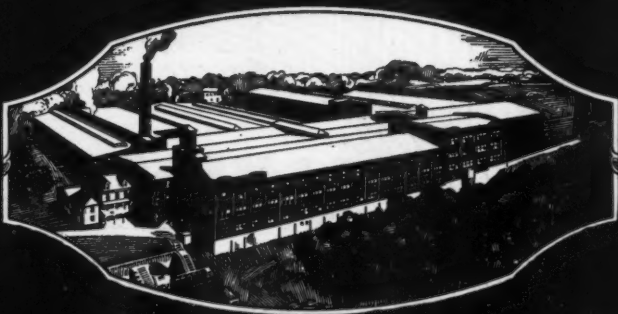
THE MARTIN CANTINE COMPANY, SAUGERTIES, N.Y.

World's Largest Manufacturers Coated Printing Papers

Cantine's

Cantine's
OPUS
REGULAR
ENAMEL BOOK

Cantine's
O.C.I.
ONE SIDE



Now Reduced to FIVE

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S, N.Y.

CANTINE'S CANFOLD

A Folding Coated Paper for Book and Cover Purposes.

25	x 38—70, 80, 100, 120
25	x 40—100, 120, 160, 200
28	x 42—100, 120, 140
28½	x 45—100, 130, 160, 200, 260
32	x 44—120, 140
38	x 50—140, 160, 200, 240

CANTINE'S VELVETONE

Semi-dull Coated—wonderful printing effects, at moderate cost. White, gray, buff and India.

25	x 38—80, 100
28	x 44—104, 117
32	x 44—119, 148

CANTINE'S LITHO

Coated One Side Litho.

22 x 28—32, 40, 50, 60, 70, 80
25 x 38—60, 70, 80

CANTINE'S ASHOKAN

No. 1 Enamel Book. Used in the finest printed catalogs in America.

25	x 38—70, 80, 90, 100, 120
28	x 44—104, 117, 130, 156
30½	x 41—105, 118
32	x 44—104, 119, 148
33	x 46—128, 144
38	x 50—140, 160

CANTINE'S ESOPUS

Regular Grade (No. 2) White Enamel Book. Used in the finest magazines.

25	x 38—60, 70, 80, 90, 100, 120
28	x 44—78, 90, 104, 117, 130, 156
29	x 52—96, 126
30½	x 41—79, 105, 118
32	x 44—104, 119, 148
33	x 46—96, 128, 144
35	x 45—116, 133
38	x 50—120, 140, 160

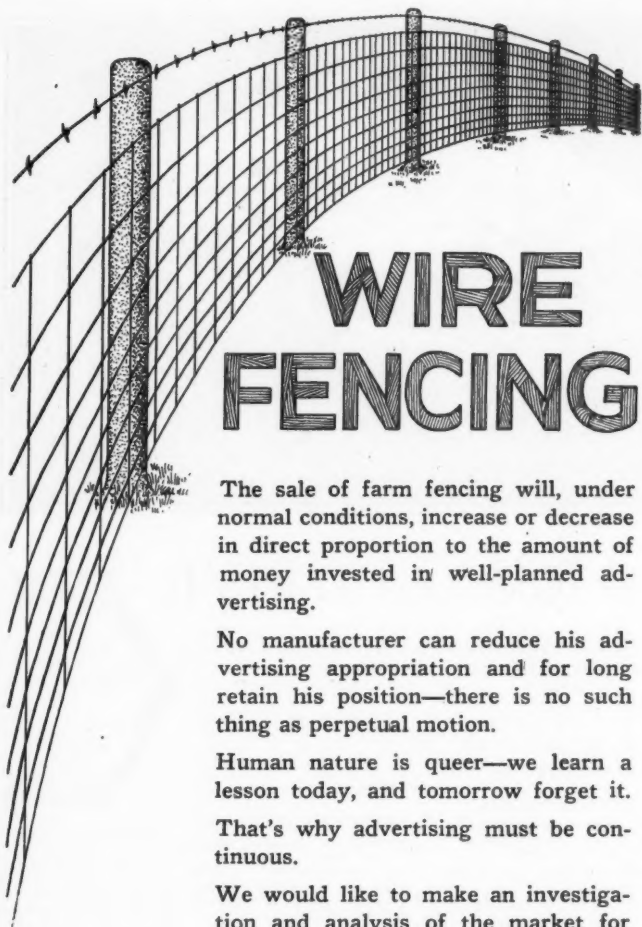


*Pick Your Paper
from This Book*

Get a Cantine sample book showing all sizes, weights and colors. Wonderfully convenient when you are selecting paper for good printing and ordering cuts for good paper—now being printed. Write for a copy.

is

COATED PAPERS



The sale of farm fencing will, under normal conditions, increase or decrease in direct proportion to the amount of money invested in well-planned advertising.

No manufacturer can reduce his advertising appropriation and for long retain his position—there is no such thing as perpetual motion.

Human nature is queer—we learn a lesson today, and tomorrow forget it.

That's why advertising must be continuous.

We would like to make an investigation and analysis of the market for farm fencing for some reputable manufacturer.

BISSELL & LAND, INC.

337 Second Ave.  Pittsburgh, Pa.

Advertising Agents and Merchandising Counsellors

Should Advertising Be Tagged?

To Appear to Sell Least in Advertising, with Certain Restrictions, Is the Way to Sell Most

By Richard Surrey

WHEN the novelist obtrudes himself into the lives of his characters the illusion of the book we are reading is immediately destroyed. Our imagination is brought down from its high traveling through scenes of pure fancy, as by a gunshot. We suddenly realize that these people we have been reading about never existed.

And though our imagination never soars so high, nor becomes completely detached from earth when we are reading advertisements, nevertheless, there is an element of fancy in certain kinds of copy which can easily be destroyed if the advertisement is crudely and obviously tagged as a piece of advertising matter.

I am thinking particularly of those advertisers who impart a certain amount of "human interest" to their copy by means of "trade characters." Some of these, like the Old Dutch Cleanser woman, are little more than animated trade-marks. Others are more highly developed and give to a campaign something of the flavor and "thematic" value of a serial story. These become more than mere marks; they possess character. We get to know them, as we do a character in a book. And it seems to me that this "human" touch in advertising, this friendliness created by a growing familiarity with a human figure, constitutes one of the many "intangibles" of advertising whose worth—wholly incommensurable in dollars and cents—is, notwithstanding, an immense asset to the firms that employ them.

My attention was definitely focused on this aspect of trade characters by a recent advertisement which deliberately announced "a newcomer in the family of advertising sales people." On the same page with this new figure were grouped nine or

ten famous trade characters, such as Aunt Jemima, the Gold Dust Twins, etc., with the explanation: "The most sincere, hardest working sales people in the world are the nationally advertised trade characters."

SENSIBILITIES ARE JARRED

Unquestionably this advertisement achieved its purpose. It introduced its new character into the "highest society" of trade figures, whose simultaneous appearance in one piece of copy must have attracted much attention. But, on the other hand, it emphasized the fact that these little people whose friendly and familiar smiles beam on us from week to week and from month to month are considerably lower in the social scale—as it were—than the puppets of fiction. It had the effect—upon me, at least—of rather pointing a finger at them, and saying: "These are *trade* characters, they are *sales* people, they have a prosaic function to perform, namely, to *sell* something."

I am convinced that no such intention existed in the minds of those who planned this advertisement. But, nevertheless, it jarred; just as when Balzac, for instance, breaks off a scene abruptly, and addressing himself to the reader, remarks that he will now describe a house or a certain character, in greater detail, so that when we come across it again later on in the story it will be familiar to us. To me these little figures have something of the same independent life which clings to the people of fiction.

How many people deliberately think of Aunt Jemima as a *trade* character? Isn't it a fact that she has become almost an *historical* character? She and Uncle Tom and the Cream of Wheat chef are the world's most famous

negroes. We have read about her in pages that appear as fascinating as the best of "best selling" fiction. She has become the central character of a serial story which runs not in one magazine only, but in many; not in a limited number of "instalments," but "continued" perpetually. In the imaginations of new generations, constantly growing up, she ranks with Red Riding Hood, with Bluebeard, with Robinson Crusoe. She has her niche in the gallery of portraits which crowd these young minds.

The Cream of Wheat chef is hardly less immortal, though we cannot so familiarly call him by name. He is like a waiter in a restaurant which we visit from time to time, whose name is unknown to us, but who welcomes our occasional appearances with a bland smile of recognition. The restaurant would not be complete without him; but as he never shows signs of approaching age we do not worry about the possibility of missing him. He never gets the "flu"; never seems to be troubled with dyspepsia; never seems too busy to give us a nod of welcome. Life flows past him without frosting his hair or furrowing his cheek. He has escaped corruption.

Consider, too, the Gold Dust Twins and the Wrigley Goblins. Are they of the earth, earthy? Are they not of the fairy species which never grow old? Are they not associated in our minds with "the horns of Elfland faintly blowing"? Which of us has not at times expected them to take wing from a street-car card and fly out of an open window?

These immortals of advertising have added to copy something that is artistic in the best sense—the art that conceals art. Their beaming faces and twinkling toes have helped to submerge the prosaic function of the pages they inhabit. They have joined the circle of those dancing playmates of the mind—the Pucks and Ariels, the Peter Pans, the Alices in Wonderland. To tag them as trade characters is to inspire

the same sort of feeling with which, as children, we swallowed down the disillusionment about Santa Claus.

You will say that this is carrying the thing too far; that only a highly imaginative person would so look upon these little figures. But don't forget the mentality of the people who glance at or read our advertising efforts. Don't forget that not one but many people believed Sherlock Holmes to be an actual human being; some of them even addressed letters to him.

I don't mean to say that people think of these trade characters as human beings; no, nor even as fairies, nor even as characters in a book; but I do say that if they are left alone the tendency is loosely to think of them as being somehow friendly and familiar.

The average man or woman goes through a copy of one of the leading magazines, glancing at editorial contents and advertisements with a quite conscious appreciation of the division between the one and the other, and yet with an interest and pleasure derived from both, which has come to be almost inseparable.

ADVERTISING DOES MAKE ATTENTION COMPULSORY

Wholly conscious as we are that advertisements are advertisements, the thought does not obtrude itself into irritating awareness, unless the copy is deliberately tagged. It is both an advantage and disadvantage of advertising that it does not make attention compulsory. It does not bring you to the actual point of accepting or rejecting the proposition it makes to your intelligence.

You can argue with a salesman, you can refute his selling points, you can decide definitely and finally against his proposition, and there is an end of the matter; but you don't argue with a page of space, you don't consciously set out to retort, to disprove, to demolish the talking points it presents, you don't actively combat it. And this, as

Subject: Friendly Advertising

Gentlemen:

Thank goodness advertising is becoming more friendly. No longer do you see "driving the dealer," "forcing the public," "compelling the clerks" and other such hard expressions. Competition is becoming less ugly—although no less keen and active. Manufacturers are learning that about the worst thing they can do is to send a salesman out to the trade who tells the dealer "where he gets off."

How often you find a man who would not dare to say an ugly word face to face, but will write a hard, mean letter. The same has been true of advertising. But as advertising increases in volume, shrewd copy writers cannot help smiling at everybody struggling so hard to hold the limelight with superlatives. So they create a friendly feeling with their sense of humor by their expressions of good-will. The salesmen reading the advertising and being instructed along the same lines, give the same friendly talk to the retailer, and that makes him also friendly. Then the correspondence is carried on in a friendly tone, and so dealer, retailer, jobber, public, everybody, has a friendly feeling toward the house and wants to do business with it.

That is one way in which advertising can help to settle the world's troubles. The visiting British advertising delegates stressed this friendliness as one of the chief things which the A. A. C. W. could accomplish by holding their next convention at London. They said it would help create a friendlier feeling—not only in "Britain" but throughout Europe.

The whole world is sick of fighting and a good many business men are sick of doing business with an individual or firm which is inconsiderate and discourteous at heart—if not in words.

Yours very truly,

M. P. Gould Company

Advertising Agency

Charter Member A. A. A. A.

454 Fourth Avenue, N. Y.
Phone—Mad. Sq. 9070.



Millions of School Children Today

--the Home Builders and Buyers of Tomorrow

A QUESTIONNAIRE recently sent to several thousand subscribers to **Normal Instructor** and **Primary Plans** asks the Teacher, "How many pupils under your influence?" The answers show an average of thirty. This means that under the direct influence of the subscribers to **Normal Instructor** and **Primary Plans** are more than 4,500,000 alert and receptive school children.

Begin developing this great market now. An ardent admirer in childhood will be a confirmed follower later. Children are quick observers, rapid memorizers, insistent demanders. Cash in on these valuable traits. Don't wait until their minds are made up. Insure for the future by moulding your own trade name into these impressionable young minds. The surest and quickest way to do this is to make the Teacher familiar with your product.

Normal Instructor and **Primary Plans** guarantees a circulation of at least 150,000 among School Teachers in the United States.

Let us tell you about several far-seeing national advertisers who have succeeded in inducing teachers to tell their children interesting stories about normal feet, clean bodies, soap, pure foods, the care of the teeth, etc.—stories bound to bear fruit in "tomorrow's" sales figures.

*Use Normal Instructor ten times a year.
Published monthly except July and August.
September issue closes July 25th.*

F. A. OWEN PUBLISHING COMPANY
DANSVILLE, N. Y.

CHICAGO OFFICE
910 South Michigan Avenue
C. E. Gardner
Advertising Manager

NEW YORK OFFICE
110 West 34th Street
George V. Rumage
Eastern Representative

NORMAL INSTRUCTOR

and PRIMARY PLANS

For Teachers of All the Grades and Rural Schools

any disciple of Coué will tell you, gives advertising an immense advantage over personal selling, at least as an educational, an appetite-whetting, a demand-stimulating force.

For it is precisely when the conscious mind is off its guard that suggestions most easily sink into our subconsciousness, taking root there, and becoming a living, enduring part of our Imagination—that underestimated seat of mental energy which, whenever it comes into conflict with the conscious Will, as Coué has demonstrated, *always wins!*

AVOID CONFLICT

It is the central conclusion of this new system of autosuggestion that persuasion cannot be effective against the conscious resistance of an active Will. Avoid conflict, says Coué; seize the moment when consciousness is off duty, when it is wool-gathering, when the tide of subconsciousness with its flotilla of day-dreams floods the entire horizon of the mind, and *then*—then launch upon it the sharp keel of suggestion.

Advertising that is tagged must obviously meet more conscious resistance than an untagged piece of copy. It impinges upon us like the importunities of the insurance man at the office counter or the brush salesman at the door. It is evidently and blatantly there to *sell* something. And yet tagging seems to be getting more common.

A recent full page in general mediums was headed: "This Is a Peculiar Advertisement. Without advocating any one make of automobile, it points to a safer way to choose your car."

Here was an attempt to "get around" the resistance we have just considered; an attempt to make the reader feel that there was no intention to *sell* him anything. The novelty of such an appeal doubtless would arouse the curiosity of a certain type of mind. On the other hand, wouldn't an advertisement so obviously "tagged" tend to defeat

its own purpose with the majority?

I am inclined to think that the average reaction to the phrase—"This is an advertisement"—is somewhat similar to the reaction with which we should greet the spoken statement—"I am a book agent"—if, in real life, any book agent should commit the gross error of uttering it. And that reaction, on the average, would be to call up, immediately and consciously, excuses, evasions, curt negatives calculated to drive him away from the door.

The ideal advertisement, it seems to me, is one which gets its message across without the reader being *actively* conscious, for a single instant, that it is an advertisement he is reading. Such an ideal, of course, rules out the growing use of such tags as—"This is the first of a series of advertisements"—or the proposed "signing" of advertisements by the copy writer or the agency responsible for their production.

This latter question has been debated more than once in the columns of **PRINTERS' INK**, but invariably sinks into deserved oblivion. The best minds in the advertising business seem agreed that to *appear* to sell least is—with certain restrictions—to sell most.

"The Link," a New Publication for Doctors

A new business publication for doctors under the name of *The Link* is being published by the Link Publishing Company, New York. *The Link*, which will be issued bi-monthly, has a type page of 5¼ by 8 inches. Dr. W. E. Mathison is editor and John Mathison, business manager. The purpose of the new magazine, according to the publisher, is to assist in improving the economic condition of the doctor in his field of practice.

Heads Los Angeles Women's Advertising Club

Helen G. Pinkham was elected president of the Women's Advertising Club, Los Angeles, Cal., at the annual meeting of that organization. Other officers chosen were: Vice-president, Mrs. Lucille Stonier; recording secretary, I. Ellie La Rue; corresponding secretary, E. R. Holdeman, and treasurer, Melva Collins.



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Advertising and Sales Managers of Paint Industry Meet

THE Paint and Varnish Manufacturers' Advertising Managers' Group and the Sales Managers' Conference of the Paint and Varnish Industry completed a two days' conference at Cleveland on June 15 in furtherance of a plan to double the industry by 1926.

The advertising group met on June 14 in round table conference and discussed the following program:

- (1) Is the advertising of the industry efficient?
- (2) The trade-papers.
- (3) Advertising wastes. What are we doing as advertising managers to eliminate them?
- (4) The printing and color-card situation. Are we paying too much for color cards and other material?
- (5) Is a private printing plant efficient?
- (6) Color in advertising. Is the paint and varnish manufacturer using color as much as he should in his magazine and store-display advertising?
- (7) Simplification of advertising material.

It was decided to continue the national advertising of the "Save the Surface" campaign in black, as heretofore.

A resolution was passed, requesting that all the trade papers have their circulations audited by the Audit Bureau of Circulations for the information of advertisers.

The officers of the Advertising Managers' Group elected at the convention at Atlantic City last November were continued in office until next year's meeting. O. C. Harn, of the National Lead Company, chairman, presided. W. P. Werheim, Pratt & Lambert, Inc., Buffalo, is secretary. The executive committee appointed consists of John Graham, Lowe Brothers, Dayton; Carl Schumann, Hilo Varnish Co., Brooklyn, and H. C. Bursley, Murphy Varnish Co., Newark. It was decided that there will be no meeting of the group at the National Paint, Oil and Varnish Association Convention in the fall.

S. S. Woodbridge, of E. I. du Pont de Nemours & Co., was elected chairman of the sales managers' council of the paint and varnish industry. One hundred concerns were represented at the meeting, which was presided over by Charles J. Roh, of the Murphy Varnish Co., Newark, who was elected at the first meeting held last year in Buffalo. Mr. Woodbridge will appoint his executive committee later.

A simplification program proposed by the Department of Commerce, for the packaging of products, was approved.

An address before this conference was made by R. W. Levenhagen, vice-president and general manager of The Glidden Company, Cleveland, on "Determining Factors That Will Help to Make 1923 the Greatest Paint and Varnish Year." This address is given, in part, elsewhere in this issue of **PRINTERS' INK**.

Organization Formed to Advertise Alabama

A permanent organization to advertise the State of Alabama was formed at a recent meeting which was held at Birmingham. Upon motion made by Victor H. Hanson, publisher of the *Birmingham News*, O. L. Bunn, general manager of the Birmingham Chamber of Commerce was elected chairman.

The following were elected members of the executive committee: W. F. Black, Montgomery; L. C. Watson, Anniston; J. E. Addicks, Mobile; J. B. Brosius, Tuscaloosa; J. G. Scherf, Andalusia, and R. M. Moore, Florence. In addition there will be an advisory committee of approximately 100, including a representative of every county in the State.

Death of J. Fred Lewis

J. Fred Lewis, until two years ago a member of the firm of the Lewis & Coffee Advertising Agency, Inc., Atlanta, died at his home in that city recently. Mr. Lewis started as a newspaper man, being connected with the *Savannah Morning News* and the *Atlanta Constitution*.

About ten years ago he resigned from the *Constitution* and organized the Lewis & Seabrooke Advertising Agency. When his partner moved to New York the interest was purchased by Frank Coffee and the firm name changed to the Lewis & Coffee Advertising Agency, Inc. Although Mr. Lewis retired two years ago, on account of failing health, the firm name was unchanged.

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CINCINNATI—

Where Capital Works and Labor Invests

Unlike most large cities, Cincinnati has few idle men and fewer idle dollars. Her capitalists are actively engaged in the operation of plants that produce more than six hundred million dollars' worth of diversified manufactures every year. Her wage-earners, more than 100,000 strong, 85% native born, 93% white and 28% owning the homes they live in, are steadily employed, living well, spending liberally and investing intelligently of their surplus.

In such a community sensational journalism and the appeal to class prejudice get little encouragement. Employers and employees are equally sane; their interests are the same; they read the same paper, the Times-Star, six days out of every week, and they base their expenditures and investments on the information they cull from its columns.

This explains why, for fifteen consecutive years, local and national advertisers have placed more display advertising in the Times-Star than in any other Cincinnati paper; why more than 150 national advertisers use it exclusively in its field; why local department and clothing stores use it as the backbone of their publicity, to reach both the "classes" and the "masses"—for in Cincinnati they are one and the same audience.

Detailed statement of comparative circulation figures and display lineage, with market information applicable to your proposition, furnished on request.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher*

C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

Now You Can Test Each Advertisement by Sales through Dealers

Eleven years of intensive experience have taught this agency that the *profitable* advertising campaign owes its success—

1st—To *copy* that makes actual sales in proportion to the money invested; and

2nd—To the use in a big way of only those individual advertisements whose selling power has been proved by *testing*.

The problem is to determine economically what particular advertisements will produce a profitable sales quota *before* running the campaign as a whole.

This problem is now easy for the *mail order* advertiser, but it hits the advertiser *who sells through dealers* pretty hard.

He knows, of course, that some advertisements pay and others do not. But *how* is he to trace the effect of any particular advertisement on his *sales*? How is he to know *beforehand* the non-productive advertisements in his campaign?

A way has been found. By working through a series of established test centers, representing a cross-section of the country as a whole, it is possible, at very small cost, to find out exactly how many sales a given advertisement will make—whether the advertisement is 28 lines single column or a full page.

This plan tells exactly the number of packages of merchandise that move from the dealer to the consumer as a result of each insertion of each advertisement—and *only actual consumer sales are figured.*

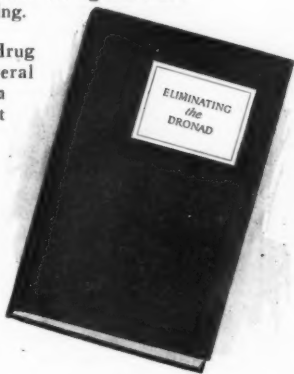
Our records demonstrate with absolute certainty that, regardless of its size, any advertisement that sells two, three or four times its cost in sales in these test centers will sell equally well in papers all over the country. In the same way, copy that falls down, no matter how promising it may have appeared, is spotted instantly and withdrawn.

There is no guesswork about it. All factors entering into the sale from each advertisement are before us in cold, indisputable figures. And our clients know from experience that they can rely absolutely upon any advertisement which sells its quota under this test, to sell a proportionate amount of their products *whenever we recommend running it.*

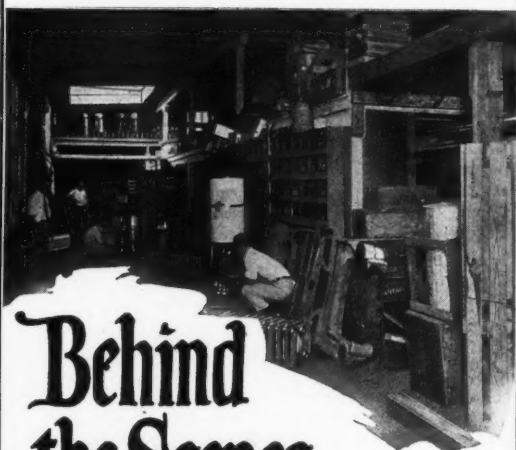
This plan represents, we think, one of the biggest recent forward steps in advertising. It has taken practically all the risk out of advertising to sell through the dealer, just as our method of mail order testing has taken the risk out of mail order advertising.

Clients of ours, selling through drug and department stores, using several hundred newspapers, never run a piece of copy nationally that has not been tested in a small way and proved profitable.

This plan is worth learning more about. Our new book, "Eliminating the Dronad," explains it in detail. A copy of this book is yours for the asking. There is no obligation. Kindly use your business letterhead. And please mention PRINTERS' INK.



Ruthrauff & Ryan *inc.* Advertising
New York: 404 Fourth Ave. at 28th St.
Chicago: 225 North Michigan Ave.



Behind the Scenes

Every business has two sides to it. The play you see in a theatre from the front of the foot-lights looks a lot different behind the scenes.

Likewise, the plumbing and heating shop you pass on Main Street, with its plate-glass windows and fine display room, has two sides. The other side is pictured above. Here in the stock room of the plumbing and heating contractor will be found supplies, equipment, fixtures and repair parts of all kinds and sizes, nuts, bolts, screws, washers, pipe and fittings, faucets, valves, sections of boilers, radiators, water heaters, closet seats and many other items.

These goods are not on consignment, but are purchased outright by the plumbing and heating contractor. His inventory represents a big investment. It shows that he is not just a workman with a bag of tools, but that he is a real, live merchant.

DOMESTIC ENGINEERING

The Plumbing and Heating Weekly

1900 Prairie Avenue CHICAGO

Member Audit Bureau of Circulations; Associated Business Papers, Inc.

Helping Dealer Get Fast Turnover on Seasonable Goods

A Merchandising Plan for Preserving Goods That Also Helps Retailer Plan Ahead

A CARDINAL principle of attaining the superior profits that can come through turnover, as preached to retailers by wise manufacturers, is that the dealer should plan ahead but not buy ahead. It has been the observation of the Aluminum Goods Manufacturing Company, of Manitowoc, Wis., that almost as much profitable business is sacrificed through tardy arrangements for seasonable selling events as is the case through becoming overstocked.

In an effort to correct the condition, the company believes, the manufacturer must offer concrete merchandising suggestions far in advance and not rest his case on preaching to the dealer in an abstract way.

An instance of the company's tactics along this line is shown by some special direct-by-mail advertising it did to persuade the retailers of the East and Central West to make some concrete plans for the annual preserving goods sale—an event that usually takes place in July or August.

A broadside was sent out showing the advertisements to be run in national mediums in behalf of Mirro aluminum preserving goods during July and August, thus affording ample evidence that the company acts on the advance preparation idea that it advises others to follow.

Instead of submitting a large amount of miscellaneous merchandise for the dealer to choose from, the broadside suggests a special preserving set consisting of a ten-quart kettle, a ladle and a six-piece combination funnel. This is priced on a basis to enable the dealer to make a special offering of it at \$1.98 and allow a satisfactory profit margin.

A postcard was sent along for the dealer's convenience in ordering—quite the opposite from the

usual elaborate order blank. If he will order twelve or more of the special preserving sets he is supplied a large three-piece window trim, some one- and two-column newspaper advertisements and a supply of recipe books for him to send out to his customers. The book, imprinted with the dealer's name and address, contains recipes, directions for cold pack canning and a considerable amount of valuable miscellaneous information relating to the preserving of goods.

THE RETAILER'S ADVERTISING SCHEDULE

The modest amount of merchandise and the advertising and display helps are sent in one shipment. Well in advance of the canning season in his community the retailer sends out his recipe books by mail and distributes others in the store. At the proper time—and forcing the season somewhat—he displays his goods in the window and puts his newspaper advertising to work.

The result of the early advertising is that people begin buying the merchandise somewhat in advance also. Thus the thing works out all the way down the line, from the manufacturer to the user. The retailer has only a modest amount of the merchandise at first, or at least this is all he is encouraged to order. And then, as his early sales come in, he can order more sets as he needs them.

"The point of the whole thing," says a representative of the company, "is that the fastest turnover always comes from selling the goods that fill the need of the season. The sales resistance is less as the housewife is thinking of, or is ready to consider, the seasonal offering the retailer is making. Experience has shown that these seasonal selling spurts can be considerably lengthened if

the dealer will devote just a little advance thought to the proposition. If a woman is going to buy a preserving set a month from now she probably will buy it now if it is brought to her attention effectively. Thus the selling is done more leisurely and the retailer has ample time to order more goods as the season advances.

"It happens in actual practice that much more merchandise is sold this way. If the dealer counts on a short, snappy season, he is going to order some merchandise in a lot. He may not have nearly enough to fill his requirements or too much. It is difficult to say which is the more disheartening—to have repeated calls for merchandise that you cannot fill because you do not have it or to be caught with some leftover goods that you cannot sell because you ordered too heavily. By beginning early, by forcing the season, the dealer does not have to rush things and can sell more goods and make more profits than by the other method. This is why we encourage our customers to make their plans far in advance—or rather why we present to them in advance plans we already have made for them."

Exactly the same reasoning holds in the case of all seasonal selling and involving merchandise entirely apart from aluminum ware. PRINTERS' INK has already referred to the beneficial effects caused by the Government's recommendation during the war that no special selling emphasis be put on Christmas goods—that the merchandise be placed in stock early and that no extra sales people be employed to move it. The idea was that the Christmas goods should be treated the same as any other part of the store stock and that the usual hectic last minute selling pressure be eliminated. Retail interests protested loudly but the plan worked out so well that it seemed to be fashioned for the retailer's best interests. Through offering the Christmas goods early more sales were made at less expense than ever before was the case.

At that time a movement started among manufacturers to emancipate themselves and their dealers in a measure from the slavery of the seasons. This has been gaining force, the outcome being that retailers are responding liberally to encouraging effort to get them to push the selling early. As this is done, the seasons lengthen out and the retailer's buying responds automatically. Fix things so a man can sell and you do not have to ask him to buy.

Chicagoans Told to Advertise Their City by Mayor Dever

The Chicago Advertising Men's Post of the American Legion and the Advertising Council of the Chicago Association of Commerce recently held a joint Memorial Day meeting. The speakers of the day were Mayor William E. Dever, Federal Judge James H. Wilkerson and Dr. George Craig Stewart. Mayor Dever urged a more rigid adherence to facts in civic advertising. "Raising a loud noise and trying to infect a whole community without having an underlying basis for the advertising should, it seems to me, be beyond a municipality," he said. "I do not know that the new administration has done much up to this time that would warrant a heartfelt plea to advertisers, but we hope to do something, and if we do something that is worth while, being only human, we want the world to know about it. Chicago does need advertising. It is as legitimate for a great city to seek decent publicity as it is for any great human enterprise."

A Trade-Marked Powdered Milk Advertised to Bakers

The Merrill-Soule Sales Corporation, Syracuse, N. Y., distributor of food products manufactured by the Merrill-Soule Company, also of Syracuse, is using papers reaching the bakery trade to advertise Parlac, powdered whole milk, R. G. Soule, vice-president and general manager, informs PRINTERS' INK.

F. N. Stevens with "Retail Druggist"

F. N. Stevens has been appointed Western manager of *Retail Druggist*, Detroit, with headquarters at Chicago. He was formerly with the Chicago staff of *Hardware Dealers' Magazine*.

New Radio Publication from Rochester, N. Y.

Listening-In is the name of a new radio publication which is being published every other week by Will W. Zimmer, Inc., Rochester, N. Y.

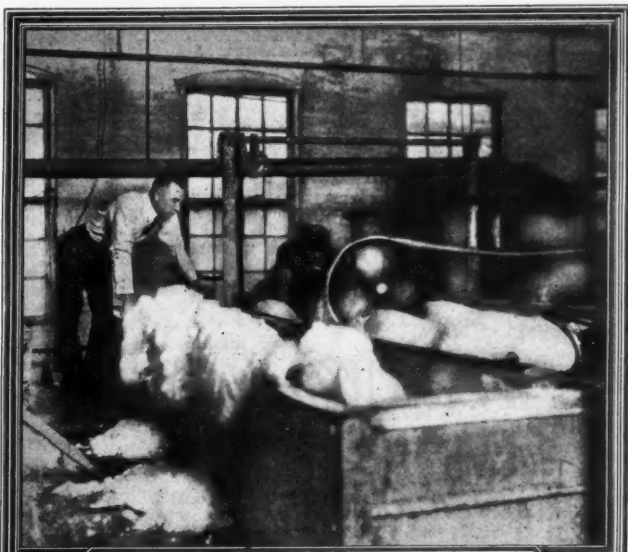


The Cat That Won't Scat

THE Advertisement set by us, like the fabled cat that won't scat, has nine lives. Drown it in a sea of space; hang it in the middle of the page; shoot it into an obscure corner; smother it under Punk Pills For Pasty Potato-Peelers; choke it against a Grab-And-Git Sale, yet up it bobs, meowing insistently, imperiously and irrepressibly for the attention of the reader.

PHILLIPS & WIENES
INCORPORATED

Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York



HEAD BOX: Here at the head-box—the head of the wet end of a paper machine—careful watch is kept over the raw stock for our coated papers. It is this care and constant inspection on the part of men who *know* paper and how to handle it properly at every stage of its manufacture, that accounts for the superior quality of Allied Papers.

SUPERIOR ENAMEL is ideally suited to catalogs and booklets that are to be distinctive in style but not too expensive. It is a paper with which brilliant artistry in printing can be obtained. Its color and cleanliness go far in creating an atmosphere of quality in whatever printed piece it is used. *Superfine Enamel* is an aristocrat of coated papers; *Superba* is

another high grade enamel; while *Porcelain* admirably meets the need for a coated paper even lower priced than *Superior*. If you are after fine results and the *exact* stock for your particular needs, go over these Allied Papers with your printer. We will be glad to furnish you with any samples you may need. In writing for them please address Desk 6, Office 3.

ALLIED PAPER MILLS, Kalamazoo, Michigan
NEW YORK WAREHOUSE: • 471-473 Eleventh Avenue

ALLIED



PAPERS

20 Paper Machines

34 Coating Machines

California Fish Follows in the Wake of Raisins and Oranges

The State Fish Exchange Uses Newspapers to Market Shad in Line with Modern Methods

IF Western fishermen have been less aggressive than their fellows in the raisin and other fruit industries, they have at least given far more than tacit recognition to advertising. The State Fish Exchange, a producer's marketing organization, long ago ceased to be a stranger to readers of San Francisco's dailies. As far back as 1917 PRINTERS' INK reported a campaign to advertise fish into all-the-week use. Its last campaign, completed in the spring of 1922, was devoted to the advocacy of fish as food.

One of this series pointed out that the price of fish was being stabilized by the State Fish Exchange on the basis of the catch and known cost of operation. However, price was never stated. Whatever assurance of economy or fairness in price was general, just as none of the advertisements was devoted to any one fish.

The advertising run this April and May, notable by contrast as well as because its definiteness, has brought greater immediate returns. It has urged shad and nothing else. It has given the reasons for this being considered "the fish sweetmeat," as well as those justifying the San Francisco price being termed low. Moreover, it has emphasized price strongly—a uniform "12 cents per pound round and 13 cents cleaned" everywhere and every day throughout the season.

The marketing advantage of a fixed, widely advertised price, especially for a seasonal and perishable product, is obvious enough. Nothing has been more unfavorable to larger sales of fish than uncertainty in buyers' minds concerning the prevailing price as they outlined their purchasing plans. In fact, in buying fish, it has been all too common to have to shop around to get advantage of the best price, if not to get a

fair one. Nowadays, many housewives are neither inclined nor fitted for such bargaining. The setting of resale prices for other commodities, largely through advertising, is more and more bringing public opinion to bear against the inequitable method character-

for the
Businessman

A Luncheon Treat

ASK IN YOUR restaurant for Shad—
it's running now and so for flavor heads
the list of fine fish.

Fish and Shad especially—is desirable
because of its easy digestibility and
non-fattening qualities.

It is a tissue builder and for brain
workers has no equal.

Shad

Order it today

AN ADVERTISEMENT IN WHICH PRICE WAS
OMITTED FOR OBVIOUS REASONS

istic of pedlers and hawkers. It is time that the fish industry took account of this trend.

California's marketing of shad seems more in line with modern practices. Compare it with the wild vagaries of the New York fresh mackerel market! Estimate how much uncertain demand costs as compared with wise employment of newspaper space.

Remember, too, that this current

California campaign shows that, to a public unfamiliar with fish, it is as profitable to suggest the fish as it is to define the price. "Fish" might make more people think of herring than of shad, and you know how discouraging those bundles of bones are to others than devotees.

When Hart Schaffner & Marx Teach Advertising

UNDER the title: "The Three Hardest Years," Hart Schaffner & Marx have issued a booklet relating the story of how an advertising campaign doubled the business of a clothing store during the three hardest years in the history of retail merchandising and turned imminent failure into conspicuous success. This particular merchant occupied a store measuring only 18 by 45 feet. For five years he drifted along, on a side street, slowly selling an increasing amount of merchandise and building up a following. From the beginning he sold only Hart Schaffner & Marx clothes.

With the advent of the slump, late 1920, the dealer found he was doing a business of \$4,000 a month. He had \$52,000 worth of merchandise on hand and the bottom had fallen out of the market. He appealed to Hart Schaffner & Marx for assistance. Advertising was suggested.

The expenditure for the first three or four months averaged \$800 a month. The appropriation was used largely for newspaper space. Later a mailing list was secured and worked intensively.

Sales during 1920 totaled \$62,-612.38. There was a staggering deficit that year. For 1921 sales amounted to \$108,255.90. Net profits were \$5,716.67. Advertising, it will be noticed, was not long in making itself felt. The low profit was largely due to the fact that all merchandise in stock had been marked down at the beginning of the year. In reality the store was still taking

some of the losses credited to the year before.

By the end of 1921 liquidation was practically complete. The close of 1922 found a sales total of \$124,716.40 and net profits of \$12,679.31. Local advertising, combined with nationally advertised merchandise, and the assistance of a manufacturer capable of rendering sound co-operation, made this story possible.

E. J. Barber Wins Metropolitan's Golf Tournament

Edward J. Barber, of Barber & Company, with a low gross of seventy-four, won the second of this season's tournaments of the Metropolitan Advertising Golf Association, played at the Westchester Hills Golf Club on June 12. There were more than one hundred players in the field.

John H. Livingston, Jr., of the Fifth Avenue Bus Advertising Company, won low net, 84-20-64. Thomas E. Conklin, of Verree & Conklin, had second low net, 85-19-66. W. T. Hamilton, Eastern advertising manager, of The Nast Group, had third low net 81-14-67.

Low gross in the morning qualifying round was won by H. B. Fenn, of The H. K. McCann Company, with a 74. Low net in the morning went to Walter S. Chesman, of the H. W. Kastor & Sons Advertising Company, 79-14-65.

F. M. Hoblitt, Vice-President, Ajax Rubber Company

F. M. Hoblitt, general sales manager since May, 1921, of the Ajax Rubber Company, Ajax tires, tubes and accessories, New York, has been promoted to vice-president in charge of sales. Mr. Hoblitt was formerly president and treasurer of the Quick Tire Service Incorporated of Delaware, a chain of tire stores throughout the country.

Resigns as Advertising Manager of Todd Protectograph

J. W. Speare has resigned as advertising manager of the Todd Protectograph Company, Inc., Rochester, N. Y., check writers. Mr. Speare, who has been advertising manager for the last fourteen years, will continue to be associated with the advertising work of the company in an advisory capacity. He was recently re-elected a member of the board of directors.

Will Represent Louisville, Ky., "Post"

Lorenzen & Thompson, Inc., publishers' representatives, have been appointed to represent the Louisville, Ky., *Post*, nationally effective July 1.

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The Cleveland PRESS

189,397

has the largest circulation of any daily newspaper in Ohio and 35,000 more "Cleveland Market" Circulation than and other newspaper. Cleveland MERCHANTS do 40% of all their advertising in the PRESS. Do as the distributors do—concentrate on the PRESS in Cleveland!



COVERING CLEVELAND

The Cleveland PRESS is "The Cleveland Market's" FIRST newspaper—first in circulation, first in Advertising, first in Home Influence and first in Dealer SELLING.

The PRESS is Cleveland's leading newspaper contact between ANY-class advertiser and EVERY-class home and has been such for 45 years!





The Cleveland PRESS

189,397

with Ohio's largest daily newspaper circulation, delivers to NATIONAL ADVERTISERS Cleveland's maximum service in influencing DEALERS through CONSUMERS.

Send to "The Press, Cleveland" for "The Truth About The Cleveland Market"—the latest and most reliable survey thereof

The Cleveland Press is represented in the national field by

ALLIED NEWSPAPERS, INC.

52 Vanderbilt Avenue, New York

With branch offices at

Chicago
Atlanta

Cleveland
St. Louis

San Francisco
Cincinnati

The Press

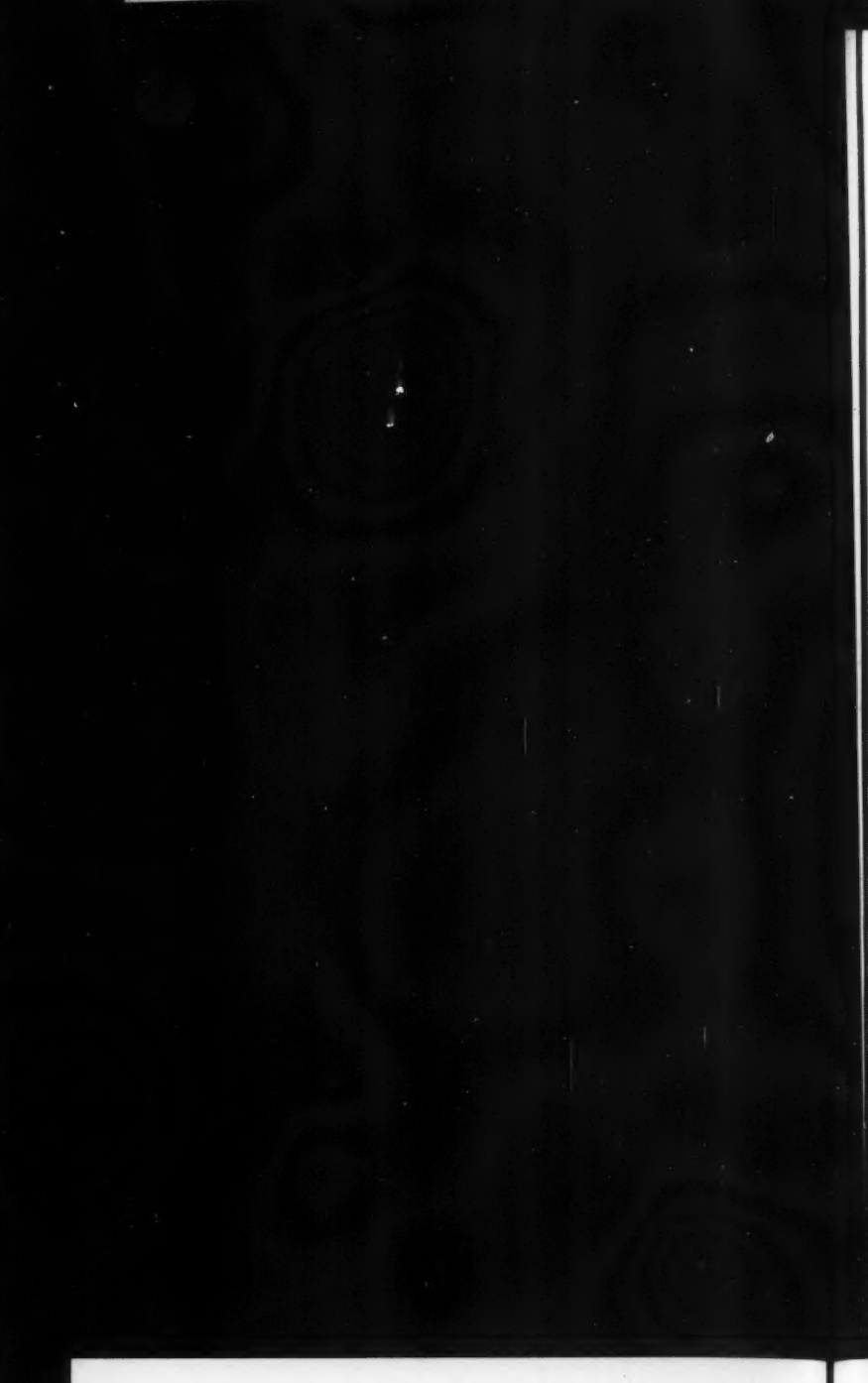
First in Cleveland

CIRCULATION—HOME INFLUENCE—ADVERTISING

One of the
SCRIPPS-HOWARD NEWSPAPERS
including the Scripps-McRae League

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Your Sales Letters—Are They Everything They Should Be?

Every Letter That Goes Out on a Manufacturer's Letterhead Has Power to Accomplish Good or Evil

By E. P. Corbett

RECENTLY I had the privilege of looking over letter manuals used by a number of progressive concerns that are taking an active and intelligent interest in the subject of better letters. While these manuals are far from perfect, yet they furnish splendid evidence that business in general is making a determined effort to improve both its office correspondence and its sales letters.

There is, however, a serious weakness about many of these manuals. Too many of them are confined to what may be called the mechanics of letter writing. They take up in detail matters of punctuation, addressing, set-up of letters, abbreviations, spelling synonyms, misused words, paragraphing, etc. One might name a great many other subjects covered by the manuals, but mostly related to the mechanics of letter writing.

It seems to me that manuals covering the aforementioned subjects are far more applicable to stenographers and typists than to correspondents or sales letter writers. The correspondent, when he arrives at the point where he may be dignified by that title, should be at least fairly well informed regarding all these fundamentals. It should not be necessary to give the correspondent a grammar-school education. Yet the subjects covered do perform a useful function—there is no question about that.

Even a casual reading of such a manual will add to the mental content not only of the stenographer and typist but also of the correspondent. It will recall to them many things that they know but that have not been fresh in their memories. It will make them better stenographers, better

typists, and to a certain extent better correspondents.

But it seems to the writer that very few manuals have in them that which will be of a very marked help in making a letter writer a better letter writer. There is much that is good, but it is of too general a nature. Here is a really good quotation from one of these manuals. (It might be well to say here that the only reason why names are not mentioned in connection with any extracts is because a number of these concerns requested that their names should not be mentioned.) The manual has this to say on courtesy:

"It takes years of effort and great expense for a business house to develop good-will with customers. Good-will is an asset of priceless value and in many cases is the most powerful influence in overcoming competition. And yet a single discourteous letter may destroy that invaluable possession and wipe out the results of years of hard work and costly effort. Cordial relations are never so firmly rooted as to resist the destructive influence of discourtesy in a letter. It is clearly obvious, then, how extremely important and necessary is unfailing courtesy in business letters. The quality of courtesy is expressed in an attitude of fairness, reasonableness, and consideration for the reader. Anger, excitement and sarcasm on the part of a complainant should be disregarded. A courteous answer, conveying a statement of facts concerning the subject of the complaint, expressed in kindly, sympathetic language, will transform anger and hostility into cordiality and sympathy.

"It is not necessary to tell the reader that he is wrong or mistaken in order to convince him

that he is. A recital of the facts in his case, aimed to disclose his error, so expressed as to convey the impression of consideration for his injured feelings, will be more persuasive to him. Such manifestation of courtesy makes friends as well as customers.

"Patience, sympathy, intelligence, modesty, cheerfulness, and human understanding are vital elements of courtesy. The vast business structure of the nation is built on good-will. And good-will is the substance of courtesy. Business relations cannot endure without cordiality, which is another word for courtesy. All these qualities of courtesy are essential factors in effective business letters."

I think it will be admitted that this is a very good description of what courtesy is. My only criticism would be that it does not show how to be courteous. The letter writer who would express real courtesy must be possessed of the finer feelings. If he doesn't actually have these finer feelings, any attempt to express courtesy would not ring true and would impress the reader as having been used for a purpose. But real culture is not the only thing that is necessary. Words are the tools with which the letter writer works and with which he builds the structure of his letters. He must know words, have a broad general knowledge of them, and must also know their different shades of meaning. If he doesn't, how can he expect to put courtesy into his letters?

Some letter writers want to be courteous, but cannot evolve the combination of words that will express the courtesy that is in their hearts. More than that, there are certain conditions in each case in which courtesy must be shown. There is no set form that expresses courtesy in a way that will fit every case. If there were, then the formula could be learned and it would be easy to make a courteous correspondent.

Now let us see what another manual says about words:

"Some of our letters are almost pathetic in the effort made to gain emphasis. The difficulty comes,

apparently, from our failure to realize that it is not how much we say, but rather the way we say it that accomplishes our purpose. Moderation is usually more effective than effusiveness. Carelessness in choosing our words may easily spoil an otherwise excellent letter. The wrong word in a letter can change completely the impression the letter creates. Where a short word will express the same meaning as a long word, use the short one.

CORRECT USE OF WORDS

"In short, a word must be used in an approved sense, and the only way we have of learning this approved usage is by studying the use of words by approved writers. Accurate thinking is a necessity; you must know what you want to say, what impressions you wish to convey. If you are sure of that point, the chances are you won't use 'disastrous' when 'unfortunate' is intended; 'lovely' when 'pleasant' should be used; 'ability' when you mean 'capacity' 'awful' when the word 'unfortunate' is the word wanted."

Another manual has this to say about words: "Words should be vital, vivid, powerful, specific. Let your aim be: the right word in the right place. Stevenson learned to write by imitating good writers. 'Sedulous aping,' he called it. Yet Stevenson was original, his style was his own. Everyone who wishes to use language effectively should study the value of words. Weigh them carefully. Don't make the mistake of thinking the task an easy one. Read good advertising and you will find many illustrations of effective use of words."

The correspondent obviously cannot get a good working knowledge of words simply by studying the dictionary and memorizing words. That would not help him to use them properly, even though he learned their meaning. Then again, any study of unrelated words like that would not impress upon his mind their proper use, as would be the case if his word study came through good literature and advertising as suggested

What Is "Class" Circulation?

A FEW publishers—some advertisers—and a great many advertising men define "class" or "quality" circulation, as though it had some reference to, or bearing on, the social standing of those who comprise it.

"Class" or "quality" circulation is purely a commercial term. It means circulation among that part of the population who have enough money to buy what they need or want. As opposed to it, there is "mass" or "quantity" circulation, which means circulation among that part of the population who have not.

When the New York resident is financially able to live in ordinary comfort, he becomes a theatre patron. The circulation of Theatre Programs in New York, is, therefore, confined to the people who have at least enough money to satisfy their needs. There are various methods of advertising to the others.

Programs for 60 legitimate New York theatres—
aggregating 1,600,000 circulation monthly.

Published by

New York Theatre Program Corporation

108 Wooster Street

New York City

Standing the Test

IN looking over the pages of The Toronto Star to-day and comparing them with the files of twenty and twenty-five years ago, one is struck by the number of advertisers in 1898 and 1903 who are still regularly using its columns for their business publicity.

They have seen the circulation of The Daily Star grow from 30,000 to 133,456 (average for May), from the tail-end of the newspaper procession to first place among Canadian newspapers.

The success of The Star is due in some degree to the sturdy loyalty of these old friends---the success of their businesses due in some degree to the ever-widening influence and increasing "pulling power" of The Star. Over and above all is the confidence of The Star's readers in the reliability of its news columns and the integrity of its advertisers.

This reader confidence is the vital factor in providing profitable publicity. It outweighs every other consideration. That is why The Star's advertisers obtain gratifying response to their business appeals and continue the use of its columns year after year.

The Toronto Star Weekly (Sunday edition) too, with a circulation of 149,848 (average for May) has outstripped all competitors and easily holds first circulation place among Canada's Sunday newspapers.

The Toronto Star

Members of Audit Bureau of Circulations

U. S. REPRESENTATIVES: CHAS. H. EDDY COMPANY

New York
Fifth Avenue Building

Boston
Old South Building

Chicago
People's Gas Building

MONTREAL Representative---J. B. Rathbone, Transportation Building

in the manual. For before the correspondent can write good letters he must not only know a great number and variety of words, but their proper use must be such second nature to him that he uses them fluently, and allows them to slip naturally into their proper places.

Even the orthodox college education does not solve the problem. The college teaches a broader general knowledge, but not all college men are good correspondents. The writer has always believed that the letter writer must have some natural facility that leads him toward that profession. That is, if he is to shine as a letter writer. Diligent effort and study will enable any one of a fair degree of intelligence to write fairly good letters, but it will not develop the super-letter writer. It will generally be found that the letter writer of prominence is a student, a wide reader, a man or woman of close observation. The omnivorous reader is conversant with the proper use of words—he notes their relationship to one another and sees what combinations of words form forceful, terse, compelling sentences. In time he gradually develops the ability to use words in a convincing way.

As I have previously mentioned, the weakness of these various manuals, so far as the letter writer is concerned, lies in the fact that they tell what should be done but very seldom tell how to do it. That reminds me of an alleged expert who once told a group of letter writers that one of the rules of good letter writing was to be perfect in logic. How perfectly simple that was. What a marvelous light it threw to brighten the path of the ambitious letter writer. After having that point made clear to him, all that he had to do was to thereafter resolve to be perfect in logic. See how easy it is? Which of us by taking thought can add one cubit to his stature?

The way to write letters is to write letters. But it would certainly be a costly experiment for a concern to educate its correspon-

dents by simply telling them to go ahead and attend to the correspondence. There must be some form of supervision over letters and letter writing and there usually is. But far too often that supervision is left in the hands of those who are not trained for the job.

NOT EVERYONE IS A GOOD LETTER
WRITER

This must not be construed as a reflection on our esteemed correspondence supervisors. It refers more particularly to the concerns, both large and small, who have no correspondence supervisors and who delegate the job to the heads of the various departments in which more or less correspondence is conducted. A department head may be a first class man in his line, but there is no reason to suppose that he is an exceptionally good judge of letters. Yet he is the judge of the letters that go out of his department in a great many cases. A perusal of the general correspondence of a concern that operates in this way will prove the truth of the writer's assertion that it is not safe to leave the supervision of correspondence to department heads.

Then again, some concerns employ correspondence supervisors or advisors and give them little or no real authority. They are supposed to use extreme tact and diplomacy in correcting the faults of the various correspondents, and especially in their dealings with department heads. But the poor correspondence supervisor who has no real authority behind him can accomplish very little in concrete results. He may point out, advise, and suggest, until he grows old and decrepit, but there will be comparatively little improvement unless he happens to have the good fortune to be dealing with an exceptional body of men.

Now why should supervision be the best way of educating a letter writer? Simply because when the supervisor sees a letter that is poorly written, that isn't strong or forceful, that lacks tact, that

shows no evidence of sincerity and desire to please, or that has a multitude of other faults, he can dissect the letter in the presence of its writer and point out these faults. He can also show how these faults can be overcome. That is precisely what he should do. It brings home to the letter writer, in a way that nothing else can do, his own weaknesses and defects. But more than that it shows him the proper way of writing.

It is no easy task to show a letter writer how to get the personal tone in his letters, how to express courtesy, good-will, sincerity, cheerfulness. Yet it is worth while, and if the supervisor does his work well, he can see the men under him grow and improve from week to week.

GOOD AND BAD LETTERS—THEIR EFFECT ON SALES

Think what opportunities for harm there are in the answering of inquiries. Here is a correspondent at his desk with, let us say, forty inquiries to answer. Each of these inquiries represents a potential sale. The initial work of the sale has been done. That is evidenced by the sending in of the inquiry by the prospect. If the correspondent is thoroughly experienced at his business and realizes fully the importance of the task before him, he will put every bit of tact, cheerfulness, sincerity, knowledge of his product, desire to serve, etc., into his answer that he possibly can.

He will try to make the prospect feel that the company really appreciates his inquiry and has his interests in mind. If he does this, he stands a good chance either to make the direct sale or to insure a favorable reception to the salesman, whichever may be the plan followed by the concern in question.

But suppose he is not a master of words. Suppose he is not versed in all that goes to conveying an intimate personal message to the prospect. On that single day's work he may cost the company hundreds of dollars in potential sales. He may close the door in the face of the salesman. Yet

in view of all this, the writer noticed an advertisement in the classified columns of a local paper the other day that read as follows: "Wanted, a Sales Correspondent. Must be able to compose his own letters. Must be experienced, able to use a typewriter, and be both tactful and forceful. Salary \$32.50."

Is it any wonder that more capable people do not take up this fascinating work, when such alluring possibilities in the way of salary are offered? True, the exceptional letter writer will climb to the top of the ladder. Yet I venture to say that there is a considerable number of really first-class letter writers, men and women who annually save or make for their company many thousands of dollars through the letters they write, who are filling obscure positions at low salaries simply because their otherwise progressive employers do not realize that there is more to a letter than the pounding of a typewriter.

There is a real fascination in trying to write a letter that may lead the other fellow to think the way you want him to think. But that isn't all. A letter comes to our desk, addressed to us. What delightful possibilities it contains! It may give us the glad tidings we have long hoped for. It may bring us news that will gladden our hearts. It may contain an offer that will change our destiny. We can never know until we open and read it. It is this that opens the door of opportunity to the sales letter.

Every man or woman who dictates a letter on company business is writing a sales letter. The company is going to be judged by someone through what is in that letter. It may be for good or ill, depending upon the thought put into the letter. Furthermore, every stenographer and typist has an important part in making letters worthy representatives of her company. A splendid letter can be practically ruined if it goes out dressed in a shoddy fashion. The appearance of the letter is the first thing that strikes the eye of

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the reader. The typist who conscientiously does her part to make the letter attractive in appearance can truly feel that her work is important and worthy of respect.

I must confess that I have rambled a bit in this article. I started to talk about letter manuals and dropped into more or less romance and possibly philosophy, but I may be excused on the ground that the subject is a big one—the infinite possibilities of the letter. The concerns which issued the manuals I have referred to, have taken a step in the right direction. Some of the manuals are really good, but the poorest is far better than none at all. That may sound like damning them with faint praise, but it is probable that each individual who had a hand in preparing these letter manuals was oppressed by the feeling of how inadequate any booklet is to cover a big subject such as letters.

I wish that I had the power and could pen words that would ring in the very depths of every executive, so that he would allow nothing to stand in his way until he had achieved in his organization the very ultimate in good letters. I wish that I might make the executives realize that it would pay them well to employ skilled talent in their correspondence departments and that the salaries of their correspondents should be rated according to their ability. When letter writing is accorded its proper place in the world of business and letter writers can see before them a way that leads to a real salary for worthy work, then we shall have men and women of high calibre taking up the work, and business will receive an extraordinary impetus.

W. E. Severn with New York "Telegram"

W. E. Severn, recently advertising manager of the New York *Globe*, now merged with the *Sun*, has become advertising manager of the New York *Evening Telegram*.

At the *Evening Telegram* Mr. Severn has under his direction practically the entire advertising staff that was with the *Globe*.

Buying Reasons Classified

PROFESSOR JOHN MAURICE CLARK, of the University of Chicago, has classified into seven fundamental appeals the human motives that prompt people to buy. These reasons are:

First.—The money appeal. The purchaser buys something because it will bring money to him.

Second.—The happiness and contentment appeal. The purchaser buys goods which may have no money value to him, but contribute to his happiness, health and peace of mind.

Third.—The affection appeal. The purchaser buys to protect or benefit others.

Fourth.—The vanity appeal. Depending upon his character and intelligence, the purchaser buys from motives that are worthy or foolish.

Fifth.—Sentiment. The purchaser buys to help a good cause along.

Sixth.—The curiosity appeal. People buy novelties to see what they are like.

Seventh.—Good taste. This really is in most cases what might be called a contributing appeal. The sales presentation which is in good taste is greatly strengthened.

New Automobile Production Record for April

The Department of Commerce states that reports from approximately ninety passenger car manufacturers and eighty truck manufacturers show that 344,379 passenger cars and 37,366 trucks were produced during April. This compares with 197,216 and 22,342 in the same month of 1922.

These reports show that 1,141,159 passenger cars and 113,182 trucks were produced during the first four months of 1923, as compared with 541,439 and 64,714, respectively, in the same period of 1922.

Advertising Helps Forest Fire Prevention

The provincial government of New Brunswick is conducting a campaign in a number of daily and weekly newspapers in Eastern Canada and New England to warn all persons who intend to visit the forests of that province that registration certificates will be necessary. This is a precaution taken to fix responsibility for forest fires.

Ferdinand F. Jelke Company Elects W. A. Papenberg

William A. Papenberg has been elected treasurer and a director of the Ferdinand F. Jelke Company, margarine, Boston. He was formerly with the W. R. Grace Company, New York.

Palmolive Meets Deceptive Competition with Advertising

THE Palmolive Company, which is spending large sums of money to keep the name and virtues of Palmolive products before the public, is finding that a number of imitators have come forth to try to pick the crumbs from its advertising table, and where possible, to steal from the table itself.

WATCH OUT

There is a rather cruel deception being practiced on women who desire Palmolive Soap. Common soaps are shaped and colored like it. Some are given names which sound like Palmolive. But they offer you nothing of what you seek, which is benefit to your complexion.

Palmolive has won millions of users by its remarkable skill in beauty. The demand has spread almost the world over—wherever beauty lovers exist. Its unique results have made Palmolive the world's leading toilet soap.

What you prize in Palmolive is the skin effects which ordinary soaps never brought you. Then don't be cheated of them. Don't let anybody make you think that a like-looking soap is Palmolive.

Another value you get in Palmolive is a 25-cent quality for 18 cents. That is due to enormous volume.


A beauty soap—a scientific toilet soap for 18 cents is unique. You are cheated of that extra value when you get an imitation. Nothing in all soaps has compared with a blend of palm and olive oil for skin beauty.

Never is a soap less than that blend been perfected as it is in Palmolive Soap. That is why it was chosen place with beauty-loving people.

Be sure you get it. Look carefully at the name and the wrapper. Otherwise an ordinary soap may be substituted, and you will think that Palmolive has deteriorated.

THE PALMOLIVE COMPANY
PALMOLIVE, CALIF.

Now carefully
the name
and wrapper



Palm and
Olive Oil—
nothing else—
gives women's
skin extra
value in Palmolive
Soap

PALMOLIVE FIGHTS SUBSTITUTION EVIL
WITH CONSUMER COPY

Large newspaper space is now being used by this company for the purpose of warning the public to "Watch Out, there is a cruel deception being practiced on women who desire Palmolive Soap. Common soaps are shaped and colored like it. Some are given names which sound like Palmolive. But they offer you nothing of what you seek, which is benefit to your complexion.

"Be sure you get it. Look carefully at the name and the wrapper. Otherwise an ordinary soap may be substituted, and you will think

that Palmolive has deteriorated."

In this use of advertising Palmolive does not stand alone. Other large and important advertisers can testify to the efficacy of advertising in combatting the substitution evil.

The Washburn-Crosby Company, manufacturer of Gold Medal Flour, for example, found some time ago that it was the victim of the substitute cheat and immediately increased its advertising appropriation to fight it. As Guy A. Thomas of the company stated, "Advertising is our main attempt to prevent substitution."

Advertising has also been the method which I. W. Lyons & Sons, makers of dentifrice preparations, have used to prevent this evil. They state that "our principle effort against substitution is directed through our advertising, in its various branches, in keeping our goods constantly before the public."

It seems certain, judging from past experience, that the warning advertising of The Palmolive Company will go a long way to overcome the substitution evil that it now faces.

To Unify Storage Interests

A national effort is being made to unify the cold storage, furniture storage and warehousing of merchandise industries, according to Willard W. Morse, Minneapolis, president of the American Warehouse Association, recently convened at Pittsburgh to consider the suggestions in this regard of Secretary Hoover of the United States Department of Commerce. All the organizations of the industry, he said, will be brought under a single management. Simplified business forms and unified methods of doing business all over the United States are improvements to be attempted.

Shoe Account for Hill-Winsten Agency

Julius Grossman, Inc., Brooklyn shoe manufacturer, will use class publications for advertising a woman's shoe called the Pedemod which combines both style and orthopedic features. The account has been placed with the Hill-Winsten Company, Inc., New York advertising agency.

With the Tolins Company

The Tolins Company, Philadelphia advertising agency, has added to its staff Mrs. F. Whiteside.

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Henri, Hurst & McDonald

A D V E R T I S I N G

Chicago

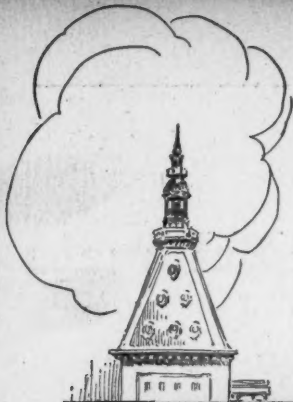


THE Acme White Lead and Color Works, with five manufacturing plants, and distributing branches in all parts of the United States, are decidedly leading factors in the paint and varnish industry. They have complimented us by engaging us to handle their advertising.

The Henri, Hurst & McDonald News Letter, an unusual sales bulletin, is sent each month to our customers' salesmen. Many sales managers, advertising managers, and other executives, also, are regular readers of the News Letter. A copy will be sent at your request.

OUTDOOR

because of its powerful influence, it has proven what can be accomplished through the use of design and attention value. It meets the needs of funds during a national crisis—to exert its influence in the design as reproduced above was



The O. Co.

550 West 5th Street, N

Outdoor Advertising

Chicago
Providence

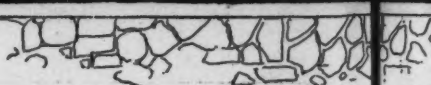
Cleveland
Akron

Cincinnati
Richmond
Louisiana
Land

The O. Co. N.Y.

See New Silver

May 26th



DOORVERTISING

influence nearness to the people has again
 through its attributes of size, color
 t meets emergency always whether to raise
 crisis—tempt a spirit of civic carnival—or
 the in of a trade-marked product. The
 ove wa ed and donated by

The O. J. Guide Co. N.Y.

Vest 5th Street, New York
 door All Everywhere

Cincinnati, St. Louis
 Richmond, Atlanta
 and

Pittsburgh
 Wilmington

Philadelphia
 Milwaukee

The O. J. Guide Co. N.Y.

Work's er Jubilee

June 23

Designed and Donated by
 The O. J. Guide Co. N.Y.



1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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The Des Moines Capital

is in a position to furnish the national advertiser with the Des Moines market and the central Iowa market

No other Des Moines newspaper and no combination of Des Moines newspapers can do more than this.

The advertising power of The Des Moines Capital is best demonstrated by the fact that the five department stores of Des Moines for more than twenty-five years have made the Capital their chief advertising medium. In the first five months of this year the Capital has received 150,000 lines more of department store advertising than any other Des Moines newspaper. This means that the Capital is the chief medium in producing sales for these stores, which average \$14,000,000 a year. Isn't it reasonable that if the Capital can do this for the Des Moines department stores, it can do it for any national advertiser?

As a matter of fact, the Capital is doing it regularly for dozens of successful national advertisers, and in many cases is doing it exclusively. Big important exclusive national advertisers in the Des Moines Capital at the present time are Shredded Wheat, Warren's Standard Printing Papers, Old Dutch Cleanser, Simmons Beds, Baker's Coconut, and Mapl-Flake.

Five Months Department Store Record

CAPITAL (Evening Only) 872,275 lines

2nd newspaper (Evening Only) 718,499 lines

3rd newspaper (Evening Only) 241,417 lines

4th newspaper (Morning Only) 20,582 lines

The Des Moines Capital

"The Department Store Newspaper"

LAFAYETTE YOUNG, Publisher

Special Representatives: O'MARA & ORMSBEE, INC.
New York Chicago San Francisco

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In Emphasizing the Obvious It Is Not Necessary to Be Blatant

Chief Talking Point Can Be Stressed without Becoming Trite

WINNIPEG, MANITOBA

Editor of *PRINTERS' INK*:

I am always interested in the Schoolmaster's weekly chatter. Usually I read it first. But in his reference to Trenton's outdoor advertising I was much struck by the following sentence: "Emphasizing the obvious is nearly always successful advertising."

Here is a principle at once the copy writer's salvation and despair! On the one hand he has the desire—almost amounting to a fever—to achieve sparkle, richness, depth, variety, originality; on the other he has this principle so admirably expressed in "Emphasizing the obvious is nearly always successful advertising."

The former was reflected in the article by Richard Surrey, "What Should Copy Writers Read?" with his cat's yawn likened to the spitting of a pomegranate. This article was manna to the copy writer's soul, and yet, and yet!

To my mind and feeling, it is emphasizing the obvious which makes so much advertising so blatantly detestable, which makes advertising read so "advertisingly." What begins so interestingly, must needs end with "Send for free booklet," "Eat Bunkum's Bread," or "Do It Now." It was in respect to one of these endings that the professor in psychology said there should be added just three words—"you stupid woman!"

And yet, let no man lightly sneer at "emphasizing the obvious," when it is done in so many successful campaigns. The other day I read a Westclox advertisement which told a breathless world that Westclox alarm clocks "go in the day as well as at night." Wonderful! And what else should they do; what else could reasonably be expected of them!

I recently wrote some washing machine ads. I dealt with everything that I thought "Old Man Specific" could approve—the woman, her health, her happiness, washday, drudgery, and the low cost of freedom, special terms, etc. But "No," said the manufacturer, "I don't like this copy. I want to say and keep on saying that my machine washes faster, lasts longer, and is easier to operate." Not much chance for "splitting pomegranates," is there?

F. ENGLAND.

THERE is absolutely no inconsistency in the viewpoint expressed in the Schoolmaster's plea for emphasis of the obvious in advertising and the ideas so delightfully outlined by Richard Surrey in his article "What Should Copy Writers Read?"

Mr. England appears to confuse "emphasizing the obvious" with

triteness or commonplaceness. To emphasize the obvious, a writer does not have to be platitudinous or blatant. In fact, to emphasize the obvious a writer has to be simple and straightforward, as simplicity is the very essence of good writing. Could anything be simpler and more obvious than Lincoln's Gettysburg Address? And yet there wasn't a hackneyed phrase in it.

THE EXPERIENCE OF SUCCESSFUL ADVERTISERS

The Schoolmaster said that emphasizing the obvious is nearly always good advertising. The experience of our most successful advertisers demonstrates the truth of that statement. The Victor Talking Machine Company is a striking example. Despite the unfortunate phrase, "talking machine," in the company name, the management never makes the mistake of advertising a machine or records or needles or any of the mere physical products that it has for sale. People buy phonographs and records, not because they want these things in themselves, but because they want what these things will produce, which is good music. Good music, therefore, is the everlasting advertising message of the Victor folks. It is the obvious talking point for a manufacturer of phonographs, and yet it must have taken much keen analysis of the market to have arrived at the conclusion that the music appeal is the one to emphasize.

Also take paint. It had been advertised for many years before an advertising agent suddenly hit on the most obvious argument for it. There are, of course, many reasons why paint should be used, but from the utilitarian standpoint there is no more effective argument than the statement when "you save the surface, you save all." Those seven words are mightily potent solely because of

their sheer obviousness, and yet who would say that there is anything prosaic about them?

Numerous examples can be found in current advertising to back up our contention that the emphasis of the obvious usually makes the most effective copy. In a recent advertisement, The N. K. Fairbank Company calls Gold Dust "Powdered Sunshine." That is an obvious explanation of what Gold Dust is and what it will do, and yet how delightfully poetic the expression is! We also find Spanish Green Olives advertised as "plump, meaty green olives." "Plump" and "meaty" are obviously desirable qualities in olives and at the same time the words are certainly not blatant. "Keep a Kodak Story of the Children" advertises the Eastman Kodak Company. The effectiveness of that sentence lies in its forceful simplicity. The Eastman Kodak Company has never been afraid to stress the obvious.

In one piece of copy the Morse & Burt Company, in advertising Cantilever Shoes, uses this delightful caption: "Comfortable New Shoes for Pleasant Spring Days when the whole world stretches out before you like a green carpet." Could there be any more suggestive argument for an easy walking shoe such as Cantilevers? At the same time the sentence does not violate the canons of good writing.

Even a cursory survey will convince anyone that current advertising copy is not suffering from a lack of imagination. Actually many of our advertisers are filling their copy with picturesque phrases that are not only beautifully expressive but also are obvious statements as to exactly why the product should be bought. For instance, "Moonbeams Caught in a Web of Glass. This is Fry's Oven Glass." Since the object of the advertiser is to show that a cooking utensil can be "attractive enough to look charming on your table," the "moonbeams" phrase delightfully conveys that idea. It must have been a poet who coined the "Barreled Sunlight" trade-

mark of the United States Gutta Percha Company and at the same time he must have been a hard-headed business man, for can you think of any two other words in the English language that so well describe the product of this company?

Philip C. Gunion, advertising manager, Industrial Bearings Division, Hyatt Roller Bearing Co., writing in *PRINTERS' INK* some time ago, said that there is nothing obvious under the sun. He meant that what is obvious to one person is anything but obvious to some other person. For this reason it is necessary for the copy writer to make his propositions as simple and as easily understood as he possibly can. Simple writing is always understandable, whereas the writing of the stylist is too often over the head of the ordinary reader. Mr. Gunion is right.

WHEN IS THE OBVIOUS REALLY OBVIOUS?

When you get right down to it there isn't anything that is obvious to all of the people all of the time. The product with a number of obvious talking-points is likely to be the one that offers the best opportunity for an advertising campaign. It is all the better if these points are supposed to be known to everyone. That is a sure sign that they are not. What more striking example of this than Valspar? There are many types of varnish, but several manufacturers in the field produce a grade of varnish that will stand the hard usages mentioned in Valspar copy.

When Valentine & Co. started to advertise Valspar in this manner, men in the trade had a merry time. "Fine joke," they screamed. "Everybody knows what a good varnish will do. Why waste money in telling folks what they already know?"

But it was another case of men being too close to their own business. Of course those in the trade know how varnishes will act under certain conditions. But the public did not know these things. As a result Valspar copy took hold. The success of the campaign

Not a Year Old—
 Yet one of the
 leaders in *Local*
Artgravure Advertising
 The Artgravure Section

The CINCINNATI
 ENQUIRER
One of the World's Greatest Newspapers



THIS number will be replete in suggestions for the home—characterizing the finest examples of different periods and portraying with simple settings the atmosphere that surrounds tasteful decorations.

Furniture manufacturers, Drapery and Wall Paper manufacturers, Objects D'Art dealers, Silverware and Clock manufacturers: Don't miss this issue—Closing Date July 14th.

Write for rates and reserve space.

I. A. KLEIN,
50 E. 42nd St.,
New York

R. J. BIDWELL CO.,
742 Market St.,
San Francisco

I. A. KLEIN,
76 W. Monroe St.,
Chicago

is now admitted even by those who first criticized it. So well did the advertising get the idea across that the word Valspar is today dangerously near being regarded as a common noun.

There are still countless potential advertising opportunities in obvious facts. The trouble with all obvious things is that we think too little about them. We have to be reminded that they exist. Our imaginations, when applied to obvious matters, do not work without a stimulus. Advertising is the stimulus needed.—[Ed. PRINTERS' INK.]

A Paint Pigment Is Trade-Marked

A. Thompson, vice-president of the Titanium Pigment Company, Inc., Niagara Falls, N. Y., informs PRINTERS' INK that no immediate advertising campaign is planned for its Titanox pigment. Application for registration of this trademark "Titanox" was recently made. Should this product be advertised, he states that the advertising will undoubtedly be handled by the advertising department of the National Lead Company, New York, of which the Titanium company is a subsidiary.

New England Representative for "The Jobber's Salesman"

George E. Pomeroy, who has been with the Electrical Trade Publishing Company, Chicago, for some time as field representative, has been appointed New England representative with headquarters at Boston. He will represent its publications *The Jobber's Salesman* and "The E. M. F. Electrical Year Book" in that territory.

New Steam Car Advertised on Pacific Coast

The Doble Steam Motors Corporation, Oakland, Cal., is using newspapers of that State to advertise a steam-propelled car, manufacture of which is to start in the fall in a factory now under construction. The account has been placed with the King Young Corporation, advertising, San Francisco.

Herbert C. Watson Joins National Vigilance Committee

Herbert C. Watson, assistant secretary of the Cleveland Advertising Club, has resigned to join the National Vigilance Committee of the Associated Advertising Clubs of the World at New York. Mr. Watson will engage in Bureau service work for the Committee.

Hood Rubber Sales Show Gain

The Hood Rubber Company, East Watertown, Mass., for the fiscal year ended March 31, reports sales of \$28,180,807, as compared with \$25,239,603 in the 1922 fiscal year; \$29,343,939 in 1921, and \$27,636,496 in 1920.

The sales total of the last fiscal year is made up of \$18,200,000 in footwear sales, \$8,200,000 in tire sales, and the balance in sales of hard rubber and miscellaneous goods.

New Construction Magazine for Southwest

The *Arizona Builder and Contractor*, a new monthly devoted to the construction industry of West Texas, New Mexico, Northern Mexico, and Arizona, has been launched by the Trade Journal Publishing Company, Phoenix, Ariz., publisher of the *Arizona Mining Journal*. Charles F. Willis is editor and I. McAndrew is business manager.

Change of Ownership of St. Petersburg, Fla. "Times"

David B. Lindsay, formerly owner of the Fayetteville, N. C., *Observer* has bought a half interest in the St. Petersburg *Times* from Paul Pynter, who recently acquired it from C. C. Carr.

Mr. Lindsay is the son of George D. Lindsay, editor and general manager of the Marion, Ind., *Chronicle*.

Newspaper Campaign for Priscilla Aluminum

The Leyse Aluminum Company, Kewaunee, Wis., manufacturer of the "Priscilla" line of aluminum goods has placed its advertising with the Snitzler-Warner Company, Chicago advertising agency. A campaign in Sunday newspapers is planned for this account.

H. S. McKay Joins Foster & Kleiser

Howard S. McKay has joined the national sales department of the Foster & Kleiser Company, outdoor advertising, San Francisco. Mr. McKay was formerly an account executive of Evans & Barnhill, Inc., advertising agency, also of San Francisco.

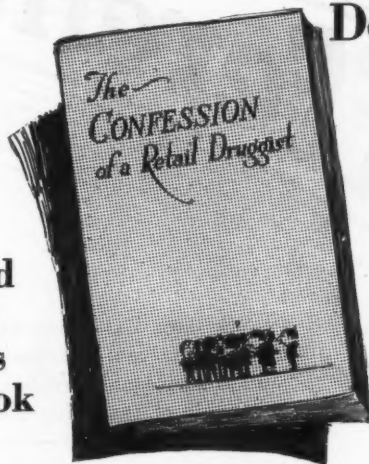
New Account for Pittsburgh Agency

The Hagan Corporation, combustion and chemical engineers, Pittsburgh, has placed its account with Walker & Downing, advertising agency of that city.

Kalamazoo Account for Ankrum Agency

The A. M. Young & Company, Inc., Kalamazoo, Mich., hose supporters, has placed its advertising account with the Ankrum Advertising Agency, Chicago.

After You Create Consumer Demand— What Then?



Send
for
this
Book

*To Advertising Agencies and Manufacturers
selling through Retail Drug Stores this book is*

A Revelation!

It is a frank confession of the attitude of the retail druggist of today toward nationally advertised goods. For many years we have all wanted to know the facts—tried to get them from the druggist—but he wouldn't come across with the truth.

This article—a voluntary confession written by Frank Farrington, a successful retail druggist, who is also a nationally recognized authority on retail merchandising, has opened the eyes of advertisers who have read it.

It takes you into the retail drug store and behind the counter, shows you just what happens to a product after it enters the dealer's store—particularly revealing to manufacturers of drug store products who are depending upon consumer demand alone for their success.

We'd like for a copy to be in the hands of every advertiser and agency interested in this subject. A limited number has been printed.

A copy will be sent free on request to executives who will write for it

Drug Topics

PUBLISHED BY TOPICS PUBLISHING COMPANY

Also publishers of

DRUG JOBBERS SALESMAN

296 Broadway, New York

AGLAR COOK
Publisher

JERRY McQUADE
Editor

different

MORE than sixty thousand playgoers and players—a vast and exclusive audience, financially capable of gratifying their every purchasing desire—form the major group of Theatre Magazine's subscribers.

And this constantly is added to by steadily increasing thousands who pay their thirty-five cents a month for Theatre Magazine at the newsstands.

Truly, a highly potential and individual clientele to respond to the advertising appeal of worthwhile products

* * * * *

The August number of Theatre Magazine will inaugurate a comprehensive expansion of editorial and feature articles in already engaged to contribute timely and entertaining subjects—and for which this *different* magazine stands. Some of these are in addition to the nationally-famed regular departments—writers and authorities are:

Theatre Magazine Co., 2 W. 45 St., N. Y. C.



PERCY HAMMOND
AUGUSTUS THOMAS
CLAYTON HAMILTON

GEORGE JEAN NATHAN
CHARLES HENRY MELTZER
FRANK GILLMORE

LUDWIG LEWISOHN

* * * * *

Arthur Hornblow's sane, safe, and sound editorials will continue to elevate Theatre Magazine's pages. Other features which have become indispensable will appear in each issue—

"The Man Who Knows"—
L'Homme Qui Sait

The Two-a-Day—Vaudeville,
Bland Johanneson

"Mr. Hornblow Goes to the
Play"—Reviews of current
productions

Music—Katherine Lane Spaeth
"Promenades of Angelina"

"The Amateur Stage"—M. E.
Kehoe

Condensed Plays in Text and
Pictures

Fashions—Anne Archbald

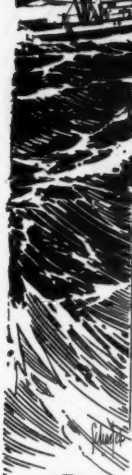
The Vanity Box—Styles—Motor
Cars

The Screen—Quinn Martin

Forms close 25th of
Second Month Preceding

Publishers—LOUIS and PAUL MEYER

Down to the SEA In SHIPS



FIFTY-FOUR regular steamship lines today making Portland a port of call, against **ONLY 6** three years ago is the stupendous record of the Port of Portland! Moreover, Portland ranks eleventh among the ports of the entire United States.

AND this growth, great as it is, only serves to reflect the general growth and prosperity of Portland and this great Northwest, which, in turn, reflects the growth of the Northwest's largest afternoon newspaper, *The Oregon Journal*.

OUR merchandising bureau will gladly investigate your field here, and tell you how best to reach **YOUR** market in the Oregon Country.

Write today for data.

Eastern Representatives:
BENJAMIN & KENTNOR
900 Mollers Bldg., Chicago
222 Fifth Ave., New York

Coast Representatives:
M. C. MOGENSEN & CO.
Title Insurance Bldg., Los Angeles
Examiner Bldg., San Francisco
Securities Bldg., Seattle.



Oregon Journal

PORTLAND, OREGON.

Largest Afternoon Newspaper
In the Northwest

Advertising That Gets Customers to Increase Purchases

A Public Utility Campaign That Furnishes an Idea to Manufacturers

By Raymond G. Zindle

AT one time, and not so many years ago at that, public utilities were urged to study the advertising of beans, shoes, soft drinks and so on through the list of articles of general consumption, for ideas which could be used in solving the merchandising problems of their industry. The utilities were quick to grasp the suggestion. Within a comparatively short period, these organizations have progressed to the point where they can say to the shoe or soft drink producer: "Watch my advertising and you will find it to contain ideas that you can employ advantageously."

Consider the problem of getting regular customers to increase their purchases. If beans were placed on the table more frequently, if everybody were sold on the idea of having at least two pairs of shoes, if folks could be induced to partake of soft drinks every day in the week instead of on gala occasions only, the markets for these items would be tremendously broadened.

The electric light and power company faces a similar difficulty. A recent investigation by the United Electric Light & Power Company, New York, for example, brought to light the fact that in nine out of ten homes there were "dead" sockets—sockets devoid of bulbs or filled with burned-out bulbs.

Why not urge customers to fill up those empty sockets and replace the burned-out lamps with new ones, thereby bettering their lighting conditions, it was argued? Mathematical computation showed that the slight additional consumption on the part of each user of United service would mean an almost unbelievable total consumption when all of the customers on the lines were taken into consideration. With this fact

firmly established, the campaign was carefully planned.

At the outset it was figured that co-operation with electrical dealers would aid in the sale of bulbs and would at the same time establish the good-will relations so essential for all public utilities. A letter to these dealers was prepared explaining that the United company was planning to co-operate with them in the sale of Mazda Lamps. Each dealer received the following outline of the campaign:

AN ALL-AROUND TIE-UP

"Commencing on or about January 10, we will begin circularizing our entire customer lists with the enclosed leaflet pertaining to Mazda Lamps. Some 75,000 of these folders will be distributed, and to further supplement their suggestive influence, all of our outdoor billboards on Washington Heights will be painted with the pictorial section of the folder and that portion of the copy reading: 'Refill every empty lighting socket and brighten the corner where you are.' The street windows of our branch offices at 89th Street and Broadway and 146th Street and Broadway will be appropriately dressed with a display of Mazda Lamps to further tie-in with this sales campaign.

"Our extensive publicity affords every opportunity for you to reap sales by displaying Mazda Lamps in your own show windows. The public will be looking for places to buy them, and it's up to you to attract them to your store. The time is opportune. The results, we believe, will be an agreeable surprise.

"Instances of dissatisfaction with purchases of lamps of other than standard make from can-

vassers who often misrepresent their affiliations, have recently been brought to our attention by customers. Your lamp manufacturer furnishes window cards and other sales helps that tend to popularize the name Mazda as the mark of a research service. Use them in your window and store displays and establish the fact that you are a licensed dealer in the kind of lamps you know are best."

Copy was prepared showing a Mazda bulb being fitted into a lamp socket with the accompanying reading matter: "Brighten the corner where you are" in one corner, and "Fill every empty lighting socket with genuine Mazda Lamps" in another. This also served as the cover of a four-page direct-by-mail circular sent to every user of United service. The centre spread of the folder gave in tabulated form the complete price-list of all Mazda Lamps stocked by the company with appropriate illustrations, while on the back of the folder was provided a detachable order blank—making it convenient for the potential buyer to purchase by mail.

Simultaneously with the sending out of these circulars the identical copy appeared on the company's signboards. On each of these eight boards the names of six or eight conveniently located electrical dealers were given prominent space. To tie-in with the campaign, four window displays, lasting for one week periods each, were employed at the branch offices of the company. The "Fill every empty lighting socket with genuine Mazda Lamps" poster was also used on all of the company's electric delivery wagons.

With these preparations put into practice, the advertising department made ready to audit the returns. All of the plans had been carried out. The co-operation of the electrical dealers had been secured, forceful copy had been prepared, the direct-by-mail circular had been issued and the campaign had been assisted by the

outdoor advertising, delivery wagon posters and window displays.

During the first week of this new activity the volume of mail orders that came in day after day was astonishing. At the same time district sales managers were reporting that the demands for bulbs at their stores were unprecedented in their experience. And to cap the climax, numerous letters of appreciation from electrical dealers were received one after the other. One dealer reported that he had to hire an extra man to sell bulbs at the counter; another found it expedient to employ a house-to-house canvasser for electric bulbs. All announced an appreciable increase in their sale of Mazda Lamps.

WHAT THE RESULTS WERE

The following figures tell beyond the slightest doubt that the campaign was a remarkable success. They represent branch office lamp business, exclusive of direct-by-mail lamp orders.

For January the main office of the company showed a 96 per cent increase in total orders, 138.4 per cent increase in the number of lamps sold and 105.5 per cent increase in amount of sales. Substantial increases were likewise noted at the branch offices of the company.

For February, one of the district offices took the lead in the greater sales with a 96.8 per cent increase in total orders, 76 per cent increase in number of lamps sold and 50 per cent increase in amount of sales. The rest of the offices were not far behind.

The effects were continued in March when the main offices showed a 57 per cent increase in total orders, 86 per cent in number of lamps and 30 per cent increase in amount of sales. Increases of 20 per cent and better were evidenced at the other offices.

In reviewing the status of the situation it was found that more than a single benefit had been derived from this campaign. In addition to enlarging the aggre-

One Million Dollars New Payroll

This amount of money has been added to the buying power of the Janesville market through the establishment here of Chevrolet Motor Car Company Unit, General Motors Corporation. In addition to this large payroll there has been still more buying power added through the establishment of the Fisher Body Corporation Unit of the General Motors Corporation.

Plans for Fall campaigns should include this rich market reached only by the Janesville Gazette. The Gazette is included in a great many of the lists for Fall.

If you wish to know more about this rich field and the conditions governing it as applied directly to your sales effort, we will be glad to tell you in detail.

Shall we send a copy of our booklet just out, "A Rich Market," being a survey of the possibilities the Janesville market offers.

THE JANESVILLE DAILY GAZETTE

H. H. BLISS, Publisher

THOS. G. MURPHY, Adv. Mgr.

"An Unusual Newspaper"—Member of Wisconsin Daily League

M. C. WATSON, Eastern Rep.
286 Fifth Ave., New York City

THE ALLEN-KLAPP CO., Western Rep.
1336 Peoples Gas Bldg., Chicago

gate consumption of electrical energy, the sale of bulbs involved materially contributed toward the enhanced revenue of the company. Closer co-operation with electrical dealers had been instituted which augured well for the future. And finally the public had been educated to the value and desirability of filling every empty lighting socket. This meant not only a temporary stimulus to the sale of bulbs but a lasting effect which might be stirred to greater generality in the future.

Accomplishments such as these are causing public utilities to discern the full value of advertising. The day when these organizations began advertising in a serious way—when they departed from the theory that money spent in advertising was as seeds flung promiscuously into the air—was not so long ago. Now it is found that they are advertising more and more. Results which increase revenue have caused this present situation. Good advertising well spent is advantageous to public utilities as it is to all others.

A Red-Blooded Summer Resort Appeal from Wisconsin

CERTAIN advertising now appearing in Mid-Western newspapers favors rough and rugged copy appeal and spurs the imagination. Comfort is promised—accommodations for all—varying in character from log-cabin fishing and hunting camps to large and modernly equipped hotels. But the illustrations—a log-cabin overshadowed by a forest; towering pines and a lone canoe mirrored in the surface of a tranquil lake—stress the red-blooded appeal.

"When the Red Gods Call" one piece of copy is captioned, and continues: "What do you want to do this year, most of all? Fish, swim, tramp, golf or dance? All these things and more are possible in Wisconsin's Playground. Here are placid lakes set in frames of green pine and hemlock ruffled by

the swirl of a big fish or the drip-drip of a paddle. Rude roads for hikers through tangled woods and wide graveled roads for Ford or Fiat. Come to Wisconsin's Land o' Lakes."

The advertising is sponsored by the Wisconsin Land o' Lakes Association, Rhinelander, Wis., comprised of business men of thirty counties of that State, organized for Wisconsin's interest and not for profit.

A large coupon beneath the copy prompts readers to request maps and booklets entitled "The Call of the Open Road" and "Wisconsin's Woodland Calls." Aid in finding the right place for the whole family is promised.

A descriptive bit from another piece of copy runs: "A virgin Land o' Lakes and woods awaits you in northern Wisconsin. Gem-like lakes set in green frames of pine and balsam, where deer lurk in the cool shadows. A natural paradise for the wild things of field and stream and a ready heaven for men. And this happy country is only a sleeper's ride from the heart of Chicago, or a day or so drive on Wisconsin's famous Highway System. Plan your vacation now!"

New Industry at Cleveland, Tenn.

The Manufacturers Soap & Chemical Company is the name of a new company which has been formed at Cleveland, Tenn., by George L. Hardwick, Sr., C. M. Hardwick and D. S. Stuart. The company will manufacture textile soaps, oils and softeners for the woolen, silk and cotton manufacturers, and oil products for the printing ink, leather, rubber, and paint industries.

Eastern Campaign for California Pear Growers

The California Pear Growers, San Francisco, is planning to conduct an advertising campaign in Eastern newspapers. This advertising will be directed by the LeVene-Friesley Advertising Agency, also of San Francisco.

Gibhue Company Now The Giddings-Huebsch Company

The Gibhue Company, advertising, New York, has changed its name to The Giddings-Huebsch Company. The partners are H. A. Giddings and Elmer Huebsch.

May we help with your vacation?

If you are going to spend your vacation in the best vacation state of the Union, we should be pleased to lend a hand in making this vacation a memorably happy one.

We run a sort of informal service for advertising folks—look up hotels, reserve accommodations, locate good fishing and hunting spots, suggest automobile routes, and make ourselves generally useful.

Have we an axe to grind? Merely this one: we want as many advertising people as possible to know how good a state Maine is. We can *show* it to you better than we can *tell* it to you.

That's why there is no obligation involved if you let us help you.

GANNETT PUBLISHING COMPANY
AUGUSTA, MAINE

COMFORT
MAINE FARMER

PORTLAND PRESS HERALD
WATERVILLE SENTINEL

How much can the container help the sale?

THE container plays a part in staging every sale. But how much of a part? Is it that of a spear carrier in the mob scene, or a definite factor in the development of the action?

Generally when this question comes up the answer is: Why not let well enough alone?

That's good human nature, but it's likely to be bad merchandising. There are too many containers that fall short of their full possibilities.

The container itself

Some containers do not *protect* their contents.

They hamper sales because poorly protected foods and other products aren't as good as they might be, and

American Can

CONTAINERS OF TIN PLATE · BLACK IRON · GALVANIZED IRON · FIBRE

TRADE
CANCO
MADE IN U.S.A.

consumers are quick to find this out.

The label

Another great weakness is in the label or decoration. This should be looked at as advertising, a very important part of the complete advertising and selling plan. It should be designed by experts in selling values.

Have you ever studied your packages and labels with a view to improving the presentation of your product?

For the packer—the manufacturer of package goods—for advertising agencies handling such products—we have a real service to offer backed up by a wealth of experience.

Why not ask us what we think about your present containers? Perhaps we can show you a profitable change—at any rate it costs nothing to inquire.

American Can Company

American Can

CONTAINERS OF TIN PLATE · BLACK IRON · GALVANIZED IRON · FIBRE

CANCO

Color Advertising for a Color- less Product

How Wm. Rogers & Son, Making a Product, Silverplate, That Does Not Lend Itself to Color Display, Have Made Use, Effective Use, of Color

WM. ROGERS & SON—manufacturers of silverplate, have turned to a rather novel method in their effort to find an attention-getting idea for their 1923 full-page color campaign.

Silverplate does not lend itself to color display. Home scenes which might be used to good effect already are to be seen in connection with other silverware, with furniture, rugs, soaps, food products, etc. A new thought then had to be developed.

An artist was called in to create a family of little people, a group of interesting and attractive characters which would have distinctly human appeal to all ages. Each month one or two of these little folks, with their dog or cat or other pets, have the centre of the page and because of the monthly change of characters and scenes they possess an accumulative value.

The creation of these little people was, however, only a part of the plan. They should, of course, be pleasing in themselves, but their real mission is to act as vehicles for unusual color displays. The designs are adapted to broad poster effects, suggesting the continental schools. The shades themselves are unusual and vivid contrasts of the peculiar reds, yellows and blues of the French Tempora colors have been used.

The silverplate, the knives and forks and spoons, are displayed, full size, against backgrounds of brilliancy, each article casting a shadow so that it stands out prominently in contrast to the reds, blues, or greens.

The next development of the plan was to bridge the gap from the attention-getting characters to the product. To accomplish this, jingles have been employed, each

jingle carrying some reference to silverware. The talent of Oliver Herford, Carolyn Wells and Howard Dietz was called upon to produce the series.

This type of vivid poster effect will continue throughout the year in the national advertising of the company. The little people, with their jingles, will also be used in other ways. For example, they form the basis of the company's trade-paper advertising; counter-cards and small monthly calendars have been developed around them for dealer's use, and in Canada a newspaper campaign is being carried on, using them as the keynote of the display.

Calumet Baking Powder Appointments

Wallace J. Stenhouse who has been with the Chicago office of Allied Newspapers, Inc., has been appointed advertising manager of the Calumet Baking Powder Company, Chicago. Before joining Allied Newspapers, Inc., Mr. Stenhouse was with the Kelly-Smith Company, publishers' representative, Chicago. He was assistant advertising manager of the Calumet company in 1919 and 1920. E. J. Engel, whom Mr. Stenhouse succeeded, has been promoted to general sales and advertising manager.

C. E. Williams Joins The Manternach Company

Carlton E. Williams, son of the late Fred C. Williams, New York advertising agent, has joined The Manternach Company, Hartford, Conn., advertising agency. Mr. Williams for the last three years has been in the sales and advertising promotion department of the Hartford Fire Insurance Company of that city.

Summer Campaign for "Keep- Kool" Clothing

The Snellenburg Clothing Company, Philadelphia, is using large space in thirty-five newspapers, mostly of the Southern States, in a campaign on Keep-Kool summer clothing. Dealer helps in the form of service books and display cards are furnished.

O. W. Bartlett Made Vice- President of Chicago Bank

O. W. Bartlett, who has been general sales manager of the American Slicing Machine Company, Chicago, for the last eleven years, has been elected vice-president in charge of bond sales by the National Bank of the Republic, Chicago. He will enter his new work August 1.

1923

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STETSON HATS

Topping the Advertising Program

The last, and one of the most important links in the chain that binds the customer to the manufacturer is the outdoor agency sign that says: "Here I Am!" It's the logical end of a perfect advertising plan because it completes the sales circuit.

"Ing-Rich" Signs are ideal for this purpose. Their colors are solid porcelain fused into sheet steel. They are guaranteed not to fade or rust for years. Will you let us tell you more about them? Use coupon below. No obligation.

INGRAM-RICHARDSON MANUFACTURING CO.

COLLEGE HILL
BEAVER FALLS, PA.



Ingram-Richardson Mfg. Co
College Hill, Beaver Falls, Pa.

Gentlemen:

Kindly send us your colored sign catalogue and free sign offer.

Name _____

Company _____

Address _____

OLWE COOK, PHILLIPS

A. A. TWEED, Vice President

646. ST. JOHN, FRANKLIN. *Yucca* **Frax.**

Copyright © 2004 John Wiley & Sons, Inc.

A. E. Nettleton Co.

P.O. BOX 1035
HAWAII, HI
AGUIAR 95
HAWAII, HI

MAKERS OF
GENTLEMEN'S FINE SHOES
EXCLUSIVELY

70 RUE ST LAZARE
PARIS, FRANCE
NEBRISLAYSIDE 5
CHRISTIANIA, NORWAY

and a second, more detailed, review of the literature.

SYRACUSE, NEW YORK, U.S.A.

Apr. 14, 1923.

Mr. Walter F. Shea,
c/o The Quality Group
681 Fifth Ave.,
New York City

Dear Mr. Shea:

This marks the third consecutive year that we have been using "The Quality Group" as one of the principal factors in our national magazine advertising. We are pleased to tell you that "The Group" is doing a better job each season and we are now feeling the accumulative effects of our three years' consistent advertising with you.

You certainly reach a most desirable market for Nettleton shoes and we congratulate you upon the splendid progress that "The Group" has been making since we first became one of its advertisers.

Yours very truly,

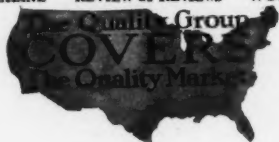
A. E. NETTLETON COMPANY

A. E. NEPTLETON COMPANY
M. F. Hefinger.

MTH = 2

The Quality Group

ATLANTIC MONTHLY HARPER'S MAGAZINE SCRIBNER'S MAGAZINE
CENTURY MAGAZINE REVIEW OF REVIEWS WORLD'S WORK



Men like to say they read them



Nettleton

As they are sold to The Quality Market through The Quality Group

Men like to say
they wear them



It Rests the Eye to Read It

The front page—or any other page—of The Portland Oregonian presents an orderly portrayal of the world's news, clearly printed and arranged according to relative values.

It is easy to read. There is no riot of glaring streamers or lurid pictures, no confused hodge-podge of make-up.

It is a newspaper for intelligent people who like their news accurately and clearly presented.

It gives *fact* precedence over *fiction*; NEWS takes front rank in its pages.

It publishes more actual news than any other paper in the Pacific Northwest—this fact alone would be sufficient explanation for its tremendous lead over all other Northwestern papers in circulation, prestige and advertising volume.

Average Circulation in May, 1923:

Daily 82,204

Sunday 126,634

The Oregonian.

PORTLAND, OREGON

Represented in New York, Chicago, Detroit and
San Francisco by Verree & Conklin, Inc.

About Oregon

Oregon is an ideal vacation land.

The Columbia Highway, stretching more than 200 miles through the gorge of the mighty Columbia river,

is the most famous motor road of America and one of the greatest scenic highways of the world.

It is worth a trip across a continent to spend one day on this majestic road.

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What Can a Company Say after Fifty Years?

And after This Question Is Answered There Still Remains: "How Can It Say It?"—How One Company Answered Both Questions

THE phrase, "In Business for fifty years," deserves a chapter of its own in any edition of "Einstein Made Easy." It has a splendid sound, but its meaning is purely relative. It may mean a career of wasted opportunities culminating in a state of innocuous dry rot, or it may mean achievement multiplied by achievement.

In August, 1872, Herman Behr began to make sandpaper in a room over a bakery on Second Avenue, New York. He was the proprietor and sole employee of the business. In 1873 he moved to Brooklyn, where he first used machine power. In 1880 a building was constructed on Tiffany Place in Brooklyn, followed by another in 1886. In 1903 the first building was destroyed by fire and the second damaged. These were soon rebuilt and in 1909 another building was under way. In 1911 the firm became Herman Behr & Co., Inc.

That is the chronological history—the story of growth—but growth is by no means the mark of achievement. If it were, Gargantua would be the greatest name in literature. Back of growth there has to be something else.

On its fiftieth anniversary in August of last year the company decided that it would be worth while to tell of that something else in a series of business-paper advertisements. It had two methods open to it.

It could get out the old bass drum, light up the oil flares and shout. Or it could use the other and better method which it finally adopted.

There is probably nothing quite so boring as the garrulity of the oldster who remembers shaking hands with Grant and wants credit today for a speech he made during Harrison's campaign. A little quiet satisfaction with past achievement is permissible in the

home circle—and in an anniversary issue of its house magazine the company indulged in some very pleasant and profitable reminiscing. But for its advertising it chose different tactics.

There was one advertisement that dwelt solely on the anniversary. This showed a picture of the first factory and of the present plant, and expressed a deep appreciation for the co-operation the company has received from customers and employees. Having said this much, the company proceeded to play the strain "Fifty years" pianissimo. Instead of emphasizing the fact that it makes a good product because it has been in business fifty years, it prefers to let that be understood, while it brings out the fact that it has been in business fifty years because it has made a good product backed by real service and conscientious manufacturing and sales policies. In this recognition of the proper order of things lies the secret of the success of the present campaign.

VARIETY IN COPY ANGLES

Right here let it be understood that there is nothing definitely planned about the advertising. Sometimes the copy deals with specific facts, as when it talks of the superiority of Openkote over competing products or the excellence of garnet as an abrasive. At other times it is almost purely institutional, as in an advertisement devoted to "Service" or another devoted to "Our Ambassadors."

This latter advertisement has tucked away in it a fact that might be the basis for some real boasting. The copy is a statement of a fact that is not too often recognized by purchasing agents—that salesmen are the ambassadors of a company's executives and that they would not trouble a purchaser if they did not honestly feel that

they were selling him something he needed. In the copy appears this sentence: "These salesmen are qualified to serve as our ambassadors because of their long experience—averaging fifteen years—dealing with the same abrasive problems that confront you every day."

That single sentence is worth pages of flowery felicities hung upon the convenient hook of fifty years. It means a company that has stood behind its employees. It



Half a Century of Integrity and Vision

THE TWENTY years following the Civil War saw the "Confederate" built for many of our greatest national organizations. During this twenty period—in 1872, Herman Behr & Co. took shape as a new shirt factory to produce by hand a better shirtmaker than the world had known.

In 1891 the young partner, William Garrett, joined them, bringing with him a vision and thus marked his first great shirtmaker innovation. Since that time Herman Behr and the organization he built have constantly been partners in shirtmaker improvement.

From the first hand-made shirts to the enormous production schedule of today, sincerity to each ideal has been the most important ingredient in their Quality Abandonment.

Our products have grown from "gilt swatches" to all varieties of different colors of coated shirtings, in yearly quantity enough to pass the Lohrshof Highway from coast to coast.

HERMAN BEHR & CO., Inc.

3141 Telford Place, Brooklyn, New York

Chicago St. Louis, San Francisco, Montreal, London, Toronto, Grand Rapids, Boston.

LETTING IT BE UNDERSTOOD THAT THE COMPANY HAS BEEN IN BUSINESS FIFTY YEARS BECAUSE OF THE PRODUCT

means a sales force that knows its game. Above all it means a company and a sales force that is qualified to deal with customers' problems.

The company doesn't say all these things. It prefers to leave them implied—which is the keynote of its present advertising.

"We have been here fifty years," it implies. "You know our goods. You know our service. We feel that fifty years have meant a great deal to us—and to you whom we serve."

What it actually says is far more forceful because so much is implied. "Years of exhaustive experiment," "skilled workmen with

decades of experience" and other phrases of a like nature occur again and again, and their meaning goes deeper than the words.

"What can we say at the end of fifty years?" is a puzzling question to many manufacturers. "How can we say it?" is often more puzzling. The Behr company has answered both questions with admirable foresight. This is shown by the fact that the advertising has succeeded. Of course it has not pulled many orders directly. It wasn't intended to—but the company can show an order for \$780 that came as the result of an advertisement that solicited no business and mentioned no prices.

Ties Up Shirt with Popular Tune

Naming a shirt after a popular tune from a current Broadway musical comedy success is the means used by Harry Berger, New York shirt manufacturer, to attract attention in his business-paper advertising. "I Called it the Bambolina" runs the caption against a musical score background. A picture of a Victor record of "Bambolina" and a testimonial photograph of one of the principals of "Wildflower," Tyler Brooke, wearing one of the shirts, illustrate the idea. A cut showing three patterns of material used is headed, "Let these swatches sing to you."

Southern Campaign for Boll Weevil Exterminator

Farm papers and a list of newspapers in thirteen Southern States are being used to advertise Wee-Vo, a new product for the elimination of the boll weevil. Wee-Vo is manufactured by the Wee-Vo Manufacturing Company, Atlanta, Ga., which plans an increased and more complete campaign in 1924.

The Geo. W. Ford Company, Atlanta advertising agency, has been appointed to direct Wee-Vo advertising.

C. E. Palmer Joins A. M. Young & Company

C. Earl Palmer has been elected secretary-treasurer and general manager of A. M. Young & Company, Inc., Kalamazoo, Mich. He was recently general sales manager of the Rehberger Manufacturing Company, Chicago.

Plan Campaign on "Moon- Yeen" Under-Garments

Laskin Brothers, Philadelphia, are planning a national advertising campaign on Moon-Yeen under-garments. PRINTERS' INK is informed by Benjamin Laskin of that firm.

The Rochester Democrat & Chronicle

is the family newspaper of Rochester—95% of its total circulation is delivered direct to the home. These figures can be verified from their A.B.C. Statement.

The real value to an advertiser is "home delivered circulation" and not "street sale circulation"

Advertising First Four Months of 1923

Democrat & Chronicle.....	4,404,831 lines
Second Paper	3,453,500 "

Democrat & Chronicle lead..... 951,331 lines

Every survey of the Rochester newspaper situation has shown that the **Democrat & Chronicle** leads all other Rochester papers. We invite further tests and will leave the conditions entirely in the hands of the advertiser.

Laue Block INC.

Managers National Advertising

New York

Chicago

Boston

Detroit

Another Week of Entertainment for British Advertisers

IN groups of four and more, members of the British delegation to the convention of the Associated Advertising Clubs of the World are returning to Great Britain. A varied program of entertainment was provided during the last week for the gradually diminishing number which remained.

On Monday, June 11, the visitors were received by President Harding on their visit to Washington. The delegates together with the members of the national reception committee of the Associated Advertising Clubs of the World, led by Herbert S. Houston, were met by the President in the executive office of the White House. Each member of the party was greeted by the President with a hand clasp and a few words of welcome. After the Presidential reception the party was escorted through the White House.

WASHINGTON AD CLUB IS HOST

The Advertising Club of Washington was the host of the delegates while in Washington. The local club and the Chamber of Commerce entertained them at a luncheon at the Willard Hotel. The principal speakers at this luncheon were Herbert Hoover, Secretary of Commerce, and Julius H. Barnes, president of the Chamber of Commerce of the United States of America.

Upon their return to New York on Tuesday, June 12, the British delegates were the guests at a luncheon which was given in their honor by the New York Advertising Club. H. H. Charles, president of the club, presided as toastmaster. Addresses were made by C. K. Woodbridge, and the following delegates; C. Harold Vernon, president-elect of the Thirty Club, W. S. Crawford, vice-president of the Thirty Club and vice-president of the Associated Advertising Clubs of the

World, and Lieut.-Col. E. F. Lawson, assistant managing proprietor of the London *Daily Telegraph*. Robert Thorndyke, president of the Publicity Club of London, also spoke.

Paul Block entertained the visitors with a dinner at the Ritz-Carlton Hotel on June 13. After the dinner the delegates were Mr. Block's guests at a theatre party.

On the evening of June 14, the British advertising men were the guests of the American Association of Advertising Agencies at a reception and dinner at the Hotel Ambassador. F. A. Arnold, secretary of Frank Seaman, Inc., acted as toastmaster. Responses were made as follows: "Organization," C. Harold Vernon and John Benson; "Business Ideals," Eric Field, Charles W. Hoyt, and W. S. Crawford, and "Friendship," Frederick E. Potter and Bruce Barton. This dinner was arranged by a committee of the following members: Roy S. Durstine, chairman; Frank J. Reynolds, Stewart L. Mims and Frank A. Arnold.

Another theatre party was arranged for the visitors on the evening of June 15 when the delegates were the guests of Charles Capehart.

A number of the delegates sailed for home on Saturday, June 16. Those who remained were invited over the week-end, from Saturday noon to Sunday evening, to be the guests of John McE. Bowman, at the Westchester-Biltmore Country Club, Rye, N. Y.

Newspaper Campaign for Toronto World's Fair

The Exposition and World's Fair, which is to be held at Toronto, Canada, from August 25 to September 8, is being advertised in a newspaper campaign in the United States. The copy used describes the exhibits and includes pictures of the exposition buildings.

New York Business Publishers to Have Golf Tournament

The New York Business Publishers Association, Inc., will hold its next meeting at the White Beeches Golf Club, Haworth, N. J., on June 26. The first golf tournament of the association will be played at this open meeting.

Los Angeles Advertising For May 1923

Percentage of total advertising, local and national, as carried by each of the 5 Los Angeles daily newspapers.

Display Advertising	Times %	Examiner %	Express %	Herald %	Record %
Agriculture	66.46	12.31	9.49	11.74
Autos and Accessories .	29.46	26.03	22.80	16.45	5.26
Amusements	23.09	24.53	17.32	18.03	17.03
Banks and Financial . .	35.27	26.57	18.97	16.61	2.58
Books and Publishers . .	47.93	29.51	3.39	15.53	3.64
Building Material	34.79	30.41	12.23	15.65	6.92
Cafés	18.71	41.61	9.40	24.82	5.46
Churches and Lectures .	36.12	22.50	27.97	8.78	4.63
Cloaks and Suits	23.33	19.69	13.82	36.59	6.57
Dentists	24.99	28.65	15.79	22.71	7.86
Department Stores	23.40	5.73	30.38	24.77	15.72
Druggists	17.90	18.48	22.69	24.09	16.84
Foodstuffs	19.85	21.26	16.73	29.41	12.75
Furniture	22.99	26.55	16.72	29.21	4.53
Hardware—Electric	29.62	28.79	9.02	26.89	5.68
Hotels and Resorts	36.54	33.37	15.82	9.88	4.39
Jewelers	25.17	16.48	17.09	38.03	3.23
Machinery	78.65	20.28	1.07
Medical	30.93	22.28	10.17	24.13	12.49
Men's Clothing	20.77	24.22	20.12	25.56	9.33
Miscellaneous	28.48	25.62	11.85	16.26	17.79
Musical Instruments	21.54	35.04	21.80	14.08	7.54
Office Equipment	47.22	35.75	4.55	12.48
Proprietary	24.34	32.39	12.40	24.69	6.18
Real Estate	28.87	26.86	13.39	24.11	6.77
Schools	30.04	23.61	19.56	12.72	14.07
Shoes	22.12	16.48	19.13	34.40	7.87
Sporting Goods	24.45	9.93	3.67	60.70	1.25
Tobacco	24.49	35.22	5.21	25.62	9.46
Transportation	32.73	29.83	15.02	12.79	9.63
Foreign Readers	100.00
Classified	37.89	32.11	9.85	18.26	1.89
TOTAL PAID ADVER.	29.69	24.68	16.74	21.66	7.23

THE TIMES leads in 17 classifications

Herald leads in 8 classifications

Examiner leads in 6 classifications

Express leads in 1 classification

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co.,
Harris Trust Building, Chicago—225 Fifth Avenue, New York



ETHRIDGE

"Where can we go to get really life-like illustrations of children?"

This is a question often asked and seldom easily answered. There are, today, in this country comparatively few artists who specialize in this field. It is admittedly difficult. To portray Childhood is elusive—a high type of specialization.

Our Mr. Albert T. Farrell has long specialized in pen, wash, crayon and color studies of children. He possesses the rare gift of drawing *real* children, in all their quaint and charming moods.

In this field of advertising art, as in all others, The Ethridge Company has been lending invaluable service for more than twenty years.

Give Mr. Farrell's understanding brush and pen an opportunity to demonstrate its ability—in *your case*.

NEW YORK
25 East 26th Street
CHICAGO
203 S. Dearborn Street

BRIDGE



THE BEST IN ADVERTISING
ILLUSTRATION

When You have confidential Printing to get out

You may be revising your prices, getting out catalog insert sheets announcing a new product, or printing a novel new sales plan—springing something that you want kept *confidential* until you are all set, ready to go! But perhaps some of your competitors, or their friends, patronize the same printer as you do. And perhaps they have business with the printer while your job is being run off. They may be looking over a press proof, out in the shop, or picking a needed cut out of an old "heldform"—and incidently, see your piece of *confidential* printing. The secret is out—becomes the property of those from whom you most wished to keep it. *Fore-warned* is *fore-armed*—and before you know it you find that your guns are spiked before you have had a chance to shoot them!

Whether it's a case of getting out a piece of confidential printing, or merely a matter of saving from 40 to 60% on your printing bill, or of saving time by having your printing done right at the time you want it, you should have a

Multicolor Press

A complete office printing plant, using standard foundry type and regular flat cuts—electros, zincs, and halftones. Prints anything from shipping tags to fine follow-up advertising matter, also form letters, printing letter-head body and signature three different colors at one impression. So simple that anyone can operate it. Capacity: 2,500 to 5,000 printed copies per hour.



This press has a definite place in your office equipment. It will save you much "grief" and considerable time and money—good reasons why you should write for our Multicolor Press Booklet and give this matter serious consideration.

**LISENBY
MANUFACTURING
CO.**

225 N. MICHIGAN AVE., CHICAGO

"Branches and agencies in all principal cities the world over."

THE DISTRIBUTION MOVEMENT AS INDICATED BY INDEX NUMBERS
FROM DATA GOVERNMENT AND NON-GOVERNMENT SOURCES¹

[Base year in bold-face type]

YEAR AND MONTH	THEATRES Taxes on admissions ²	CANDY Sales by manufacturers ³	POSTAL RECEIPTS Relative to 1919	ADVERTISING	
				Maga- zine ⁴ Relative to 1913	Newspaper ⁵ Relative to 1919
	Relative to 1920		Relative to 1919	Relative to 1913	Relative to 1919
INDEX NUMBERS					
1913 monthly average....	100	...
1914 monthly average....	95	...
1915 monthly average....	94	...
1916 monthly average....	74	116	73
1917 monthly average....	80	122	75
1918 monthly average....	93	110	73
1919 monthly average....	75	94	100	154	100
1920 monthly average....	100	100	113	188	114
1921 monthly average....	95	70	113	121	103
1922 monthly average....	77	77	124	129	108
1921					
January	98	93	109	120	101
February	108	69	104	129	89
March	109	68	124	135	109
April	102	74	112	137	107
May	99	65	106	140	115
June	102	62	107	129	104
July	80	57	95	103	87
August	82	50	105	90	85
September	84	48	111	108	100
October	89	68	118	120	117
November	97	82	119	124	112
December	92	100	145	116	113
1922					
January	89	132	114	91	102
February	81	91	111	113	90
March	87	64	132	124	112
April	75	58	120	140	116
May	80	62	121	150	116
June	77	57	121	134	108
July	64	55	106	110	93
August	65	59	116	102	92
September	66	63	124	121	105
October	74	86	135	156	126
November	76	86	135	153	120
December	94	110	159	148	120
1923					
January	93	101	136	114	108
February	81	81	126	141	100
March	92	82	152	164	125
April	133	188	...
May	185	...

¹Internal revenue taxes on admissions to theatres, cabarets, etc., and candy sales from U. S. Treasury Department, Bureau of Internal Revenue; postal receipts in 50 selected cities from U. S. Post Office Department; magazine advertising as reported by PRINTERS' INK; newspaper advertising compiled by New York Evening Post.

²Data represent internal revenue taxes collected under the revenue acts of 1918 and 1921. For taxes on theatre and cabaret admissions the rate of tax under the act of 1921 (represented by data for 1922) is "1 cent for each 10 cents or fraction thereof of the amount paid for admission," payable by the person paying such admission, except "where the amount paid for admission is 10 cents or less, no tax shall be paid." The act of 1918 provided for the same rate of taxation but allowed no exceptions and, hence, the data for 1922 are not quite as comprehensive as the earlier data. However, the variance is not such as will not allow comparison.

³Computed on the basis of a 5 per cent excise tax prior to January, 1922, and since January, 1922, on the basis of a 3 per cent tax (revenue act of 1918 superseded by revenue act of 1921).

⁴These figures represent the number of lines of advertising carried by the leading magazines for the month noted.

⁵Compiled from 22 identical cities: New York, Chicago, Philadelphia, Detroit, Cleveland, St. Louis, Boston, Baltimore, Los Angeles, Buffalo, San Francisco, Milwaukee, Washington, Cincinnati, New Orleans, Minneapolis, Indianapolis, Columbus, Louisville, St. Paul, Birmingham, and Houston. For the years 1916 to 1918 no reports were available for Boston, Louisville, Houston, and Columbus. The totals for those years were computed from the actual reports of the 18 other cities, allowing 13.85 per cent of the total to the four missing cities, the average ratio of those cities to the total in the subsequent years.

⁶Six months' average, July to December, inclusive.

From the "Survey of Current Business," published by the United States Department of Commerce.

Introducing a New Food Product in Honolulu

Sprightly Copy Makes Newspaper Campaign on Aji-No-Moto a Success

By George Mellen

READERS of PRINTERS' INK will recall the story of Musa-Shiya the Shirtmaker, of Honolulu, and the remarkable business he built up in two years' time with newspaper advertising. This campaign of advertising, by the way, is still running. It has achieved so great a popularity in Honolulu that tourists not only read the advertisements and patronize Musa-Shiya's obscure little shop but clip the advertisements and mail them to friends all over the world.

The success of Musa-Shiya was due, for one thing, to the unusual copy he employed in his advertisements. A curious brand of English was concocted for use in these advertisements—a cross between the pidgin-English made famous by Hashimura Togo, the Japanese Schoolboy, and the English created by any Chinese laundryman. Here is a sample taken from one of the advertisements:

"Business is becoming more and more. We have no use for try to composing excellent advertisement when before the pen is in hands there is enter a customer requiring services. Just advising, therefore, for excellent opportunity acquiring during forthcoming week at 10 per cent less than any day men's underwear also ladies' vests."

The success of Musa-Shiya's advertising led M. Kawahara, a wholesale distributor of Honolulu, to adopt a somewhat similar style in a newspaper campaign for introducing Aji-No-Moto, a new Japanese condiment.

Aji-No-Moto is a powder, made from pure wheat from which much of the starch has been removed and to which certain salts have been added. The makers of Aji-No-Moto claim that these salts are noted for their value as flavor-

ing elements and for certain medicinal properties that help to purify the blood and aid digestion. Aji-No-Moto is recommended as a flavoring extract in the preparation of soups, gravies and other foods—it is even said to improve the flavor of coffee—and while it is known and used by French chefs



HASH

The funny papers say it's rash
To eat that dish that's known as Hash.
Yet it can be a luscious dish
As appetizing as you'd wish.
With onions, meat, potatoes too,
(For hash is very like a stew)
And Aji-No-Moto powder, which
Will give a flavor fine and rich.

Aji-No-Moto is gaining favor daily. It strengthens the dishes to which it is added, giving a thin soup richness, adding flavor to a flat, tasteless stew, and putting real tang in a mild dressing.

Get it from your grocer.

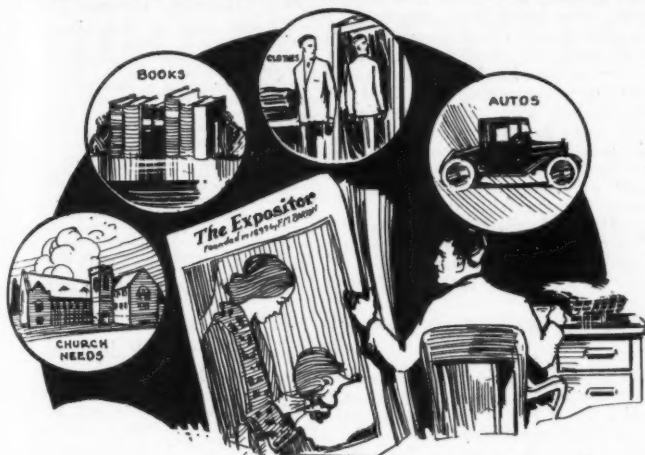
SPRIGHTLY COPY CENTRED AROUND A TRADE CHARACTER MAKES A POPULAR APPEAL

and Japanese, Chinese and Hawaiian cooks, it is not as yet widely used by Caucasians in Honolulu.

M. Kawahara proposed to popularize Aji-No-Moto by a newspaper campaign that would appeal first of all to women, then to children, and finally to the child in every adult, and for the purpose devised an advertising character called "Little Toto the Chef."

The theory back of "Little Toto the Chef" and the use of such a character in a newspaper campaign is that people for the most part are touchy about their food and must be, to a greater or less extent, surprised into trying something new. Adults may be classified into

THE MINISTER'S NEEDS ARE MANY



He will specify your products if
you merchandise them through

The EXPOSITOR

Over 20,000 of the foremost Pastors in the United States read this monthly magazine.

It deals intimately with their church and personal problems. It is their reference guide—retained permanently in their libraries.

Your message is read and retained when it is a part of this publication.

Write for complete information
on this huge national market.

The Expositor

NEW YORK
17 West
Forty-second
Street

"Founded in 1899 by F. M. Barton"
Executive and Editorial Offices:
Caxton Bldg., Cleveland, Ohio

CHICAGO
37 South
Wabash
Avenue

four groups as eaters, the gustatory grouch, who never tries anything new, but sticks to the foods he was taught to eat from childhood up; the cheerful idiot, who never knows what he is eating and consumes everything that is set before him with perfect indifference as to its quality or lack of it; the amateur epicure who professes not to care for plain food and insists on fancy frills—who cares more for the frills than for the food; and finally the gastronomic Argonaut who will try anything once and who is always actively on the lookout for something new.

NEWSPAPER SPACE INTRODUCES THE PRODUCT

The first step in the campaign was the move to get distribution quickly. It comprised a series of newspaper advertisements describing Aji-No-Moto and a book of recipes entitled "Twenty and One Gastronomical Temptations," given out to housekeepers with a small sample of the powder.

After distribution was effected the size of the newspaper advertisements was reduced and insertions were made daily in preferred position. The copy consists of sprightly jingles with an illustration of Toto the Chef in various poses. One advertisement bears a heading, "To a stew (edible kind)" and contains the following jingle:

Fizzle, fizzle, little stew,
What the deuce is wrong with you?
What is wrong? It's plain to see
That you're not what you ought to be.
Yet, if you are flavored right
You can be a real delight.
Just a dash of Aji-No-Moto
Gives the flavor. Signed—Chef Toto.

Following the jingle appears one sentence explaining what Aji-No-Moto is, as for instance, "Aji-No-Moto is a powder which, if used in about the quantity of salt, gives to stews, chowders, dressings and stuffings a rich, appetizing tang that is quite unusual. Get it from your grocer."

The campaign has been very successful and promises to become as popular as the advertising of Musa-Shiya the Shirtmaker.

Fraud Order Prohibits Use of Better Business Bureau Name

A fraud order has been signed by Acting Postmaster General John H. Bartlett at Washington, prohibiting the use of the mails to W. L. Ryan and Charles Sinclair and to the Better Business Bureau of the Investment Bankers and Brokers Association of America, with offices at 296 Broadway, New York. These men, according to the Post Office Department, have endeavored to trade on the names of the Better Business Bureau of New York and the nationally known Investment Bankers Association of America, by offering \$50 and \$100 memberships in a mythical association, one alleged purpose of which was to get investment capital for business concerns.

The complaint against these men was made by the Better Business Bureau of New York.

Diamond Brand Walnuts to Be Featured

The advertising policy of the California Walnut Growers' Association has been changed. In 1922 emphasis was placed so as to increase the demand for all walnuts, and second in importance, to feature the Diamond brand. The order will be reversed this year.

In 1922, the Association handled 20,055.9 tons of the total California walnut crop of 25,010.7 tons. It is the largest packer of shelled walnuts in the world.

Claims "There Ain't Going to Be No Leavin's"

CONE COMPANY OF AMERICA

CHICAGO, ILL., June 16, 1923.

Editor of PRINTERS' INK:

As regards the inquiry of the Blosser-Williams Company, Atlanta, Ga., in your June 14 issue, we have been using the slogan, "There Ain't Going to Be No Leavin's" in trade journal and dealer help advertising since October, 1920.

CONE COMPANY OF AMERICA,

Herman Lapat,
Sales Manager.

Brinton Carrigan to Conduct Marketing Course

Brinton Carrigan, a member of LaPorte & Austin, New York advertising agency, has been appointed professor of marketing campaigns at New York University. Mr. Carrigan will deliver a series of twenty-six lectures during the months of June, July, and August.

C. W. Ufford to Continue as Publisher of Canton "News"

The Canton O., News, which is now owned by James M. Cox, will continue under the management of C. W. Ufford. Mr. Ufford was one of the former proprietors.

5000



FACTS

ABOUT

CANADA

THE 1923 EDITION OF "5000 FACTS ABOUT CANADA" HAS JUST BEEN ISSUED BY THE FAMILY HERALD AND WEEKLY STAR.

The only farm paper whose distribution constitutes it an authority on Canada as a whole.

THESE ARE SOME INTERESTING "FACTS":

British Columbia Has 4000 Fruit Growers.

Over 1100 of these subscribe to the Family Herald and Weekly Star.

The Prairie Provinces Produced \$312,515,000 Worth of Wheat in 1922.

\$54,827,193 of this went to Family Herald and Weekly Star readers.

Ontario's Agricultural Production Is Greater Than That of Any Other Province.

The Family Herald and Weekly Star has the largest circulation in Ontario of any farm paper.

The Maritime Provinces in 1922 Produced \$25,817,000 Worth of Fruit, Vegetables and Potatoes.

Out of this the Family Herald and Weekly Star readers received \$6,454,250.

Canada's Investment in Agriculture Exceeds That in the Next Two Largest Industries (Railways and Manufactures) Combined.

The Family Herald and Weekly Star's circulation exceeds that of the two next largest Canadian farm journals combined.

A copy will be sent to responsible executives on request.

Family Herald and Weekly Star.

Canada's National Farm Journal

Established 1876

Montreal

Canada

BRANCH OFFICES:

New York, U. S. A.:
DAN A. CARROLL, Representative,
150 Nassau Street

Toronto, Ont., Can.:
M. W. MCGILLIVRAY, Representative,
390 Bay Street

Chicago, U. S. A.:
J. E. LUTZ, Representative,
Tower Bldg.: 74 E. Madison Street

London, Eng.:
M. A. JAMIESON, Representative,
17 Cockspur Street, S. W. 1

Industrial and Construction Activities Sweeping Over the South

NO one can take the sweeping glance of the industrial activities throughout the South reported in last week's issue (June 14) of the *Manufacturers Record*—and what is true of that issue is practically true of every issue—without realizing that the panorama which is being unfolded of Southern activity has probably never before been surpassed, if it has ever been matched in this country. It is reaching all parts of the South. From Maryland to Texas the sweep of construction activities is under way. Picking here and there a few of the outstanding items in one week's issue, we give an indication of how great is the development now under way in the South.

Preeminently is this true in textile mill building, but textile mills are not by any means monopolizing the situation. The Pacific Mills, of Boston, Mass., is putting out \$5,000,000 in the building of a great cotton mill and bleachery plant near Spartanburg, S. C. This is especially interesting in view of the fact that years ago one of New England's foremost political economists, Mr. Edward Atkinson, often took the ground that it was impossible ever to develop the bleachery industry in the South, "because," said he, "the glacial era demonstrated that pure spring water suitable for bleachery purposes could never be found in the South."

Among other important cotton mill enterprises reported during the week was a \$300,000 mill company at High Point, N. C.; a bleachery and dye works plant at Lanett, Ala.; the sale for about \$1,000,000 of cotton mills at Opelika, Ala.; and a projected \$500,000 mill at El Paso, Tex.

In Polk County, N. C., \$1,000,000 is to be expended for the development of water power.

An Alabama company is projecting an expenditure of about \$7,000,000 or \$8,000,000 for the development of one plant of 105,000 hydro-electric horse power, and the enlargement of another plant at a cost of about \$1,000,000.

Contracts are being let from time to time for the \$10,000,000 hotel in Atlanta, the heating and plumbing plant contract having recently been awarded to an Atlanta concern at a cost of \$500,000.

Fifty school buildings are projected in Virginia to be constructed during the present year at a cost of \$1,500,000.

The Virginian Railway was recently reported to spend about \$15,000,000 on the electrification of its line though it already has the largest steam locomotives in the world hauling the heaviest freight trains ever moved in this or any other country. Work on this electrification is actively under way.

Though Galveston when it was rebuilt a few years ago constructed a seawall regarded as amply strong to meet any emergency, it is to spend nearly \$700,000 for the extension of its seawall and is carrying on considerable dredging operations for deepening its harbor.

Miami, typical of the general activity prevailing throughout Florida in municipal improvements, has sold \$2,730,000 of bonds and proposes to spend \$1,000,000 of this amount for park purposes and filling-in along the bay front; \$750,000 for an enlarged water supply; \$400,000 for the extension of

the municipally owned street car system, and small sums for other betterment work.

Atlanta is spending \$1,000,000 in building a half-mile viaduct 60 feet wide to lessen traffic congestion and carry travel over several railroad lines. Birmingham is preparing to build at a cost of over \$450,000 an auditorium to seat over 6,000 people.

A life insurance company in Jackson, Miss., will build a \$500,000 office building to contain about 200 offices.

An electric light and power company of Hot Springs, Ark., has awarded a contract for power development at a cost of \$1,500,000. This is the first of three units which the company proposes to build, and the entire plan contemplates an expenditure during the next ten years of \$15,000,000.

In Houston a \$3,000,000 professional building is to be erected, the financing to be handled by one of the trust companies of that city.

A New York company, capitalized at \$2,350,000, is planning the development of what is to be known as a double super-phosphate plant near Tampa, Fla., involving the mining of phosphate rock 4,000 acres of land.

An asphalt company, capitalized at \$600,000, is beginning its plans for mining asphalt on a 2,000-acre tract of land at Flint, Ala., including the erection of a plant to have a daily capacity of 500 tons.

The Texas legislature recently voted \$1,000,000 for the erection of a technological college, work upon which it is expected will begin shortly.

Chattanooga, Tenn., is planning the building of a Masonic Temple, at a cost of \$1,000,000.

Road building activity goes on apace. Kentucky leads for the week in actual contracts amounting to over \$1,400,000, while North Carolina is inviting bids for the construction of 192 miles of improved highways.

These few items merely serve to indicate how the South is moving forward with tremendous strides in material development of every kind. They do not touch upon the enormous volume of construction work under way, for in the aggregate some hundreds of millions of dollars of work in building operations, in highway construction, and in municipal improvements of all kinds is now going forward in every part of the South.

Broadly speaking, notwithstanding some of the conditions which have prevailed in the cotton producing industry, the South is going forward on sounder lines, and on a larger scale than ever before in its history. Industrial development is no longer confined to a limited area or to only a few lines of activity. The fact that Atlanta is building a \$10,000,000 hotel, that New Orleans is enlarging its port developments into which it has already put \$100,000,000, that Baltimore after an initial expenditure a few years ago of \$6,000,000 in municipally owned wharves is now preparing for the gradual expenditure of a \$50,000,000 bond issue for harbor improvements, and wharf expansion, that Alabama has voted to spend \$10,000,000 for the development of Mobile as a State port, and that North Carolina has voted \$10,000,000 for the building of a State owned railroad into a rich mountain region heretofore untouched by railroads, are only outstanding illustrations of the great things which are going forward everywhere in the South.

For definite and specific facts about the progress and development of the South, consult the annual Blue Book of Southern Progress, 1923 edition (price 50 cents) and read regularly the Manufacturers Record.

For business cultivation of the South, advertise in the Manufacturers Record—the outstanding business newspaper of the South. For further information, ask

MANUFACTURERS RECORD, BALTIMORE, MD.



Summer Service of the Guild

ART buyers have found the Guild especially useful during summer months when artists have flown to mountains, seashore or woodland to paint or play.

The Guild office will acquaint you with the work of perhaps a dozen artists, among its 308 members, available to handle a certain job, and then help you get in touch with the one you choose, whatever his summer address.

Quick information and quick contact—that is what the Guild has to offer, and there is no charge for this service which you will find so valuable once you learn to use it. Start by writing, calling or telephoning

THE GUILD OF FREE LANCE ARTISTS

The Authors' League of America
22 East 17th Street, New York
Stuyvesant 8200



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"Service-Plus" a Valuable Tool in the Salesman's Kit

That "Something Extra" Which the Customer Does Not Expect May Mean an Unexpected Order

By Harold Whitehead

ONE method which every salesman can practice is to think of means of rendering, not only the service which should go with the goods, but additional service—a "something extra" the customer does not expect.

A lady entered a drug store and asked the salesman to give her something to cure an inflamed eye. The salesman, noting that the ailment was serious, suggested that it would be wiser and safer for her to consult a doctor. She accepted his advice. He then offered to call up the doctor's office and find out if he was in. The doctor replied that he could see her if she came around immediately. The salesman suggested a taxicab and immediately rang for one on the telephone. Gratitude for the service which was not expected was the natural result—and gratitude is one form of friendliness.

The foregoing incident illustrates what is known in the language of salesmanship as "service-plus." Most salesmen are reasonably polite and obliging to the extent of taking trouble and putting themselves to inconvenience when opportunity offers. A salesman who wishes to cultivate the friendliness of his customers must seek opportunities to render this service-plus.

Service-plus comprises not only an earnest and intelligent desire to sell what can be profitably used and thus afford satisfaction, but also a sincere wish to attend to requests or preferences in minor matters which do not always seem of importance when the mind is wholly concentrated upon making a sale. A salesman who remembers every trifling wish or instruc-

tion expressed by the buyer, even though not included in the terms of the sale, is adopting one of the most effective means of cultivating permanent friendly relations. If, in addition, he is able when asked to give advice which can be relied upon, his hold on the esteem of his customer is proportionally strengthened.

The superintendent of a large department store chanced to be in the clothing department when a salesman arrived to interview the buyer. The salesman represented one of the largest wholesale manufacturers of clothing in the country. As the expenditure for that department formed a considerable item, the manager remained to help the buyer, if necessary, with his judgment. The buyer continually asked the salesman for advice as to selections and quantities and purchased freely—rather to the surprise of the manager who expected him to distribute his orders among other salesmen.

After the order was finally made up and the salesman had retired, the manager questioned the buyer and said to him, "Why did you buy so freely and trust the judgment of the salesman more than your own?"

"Because I have learned it pays to do so," was the reply.

"Last year when he called he told me that if he were in my place he would load up on the 'pinch-back' and one or two other styles, which I finally did at his suggestion. You know that at the end of the season we had fewer 'left-overs' in our department than in any previous year. Yet, had I followed my own judgment, we should have been short of our best sellers by several thousand dollars before the end of December, and overloaded in other lines. I have

Reprinted with permission of The Ronald Press Company, New York, from "Principles of Salesmanship."

taken his advice as to styles on one or two other occasions and I have always found it right. As he attends to my instructions in every detail and goes out of his way to please me, I give him all the orders I can."

Sometimes the service may have nothing at all to do with the goods or their delivery, and if so it can be rendered with even more telling effect.

A traveling candy salesman reached one of his prospects late on Saturday afternoon. He found the storekeeper greatly rushed because of a special sale he was holding. As the salesman intended to stay in the town over Sunday, without any words he helped himself to a white linen jacket which hung in an unobtrusive corner of the store, then took up his position behind the counter and began to wait on customers. In former days he had served his apprenticeship in a candy store, and so he proved himself as deft and competent a salesman as any

other man behind the counter. Needless to say, this action resulted in cementing the feeling of firm friendliness.

Representatives Club to Hold Annual Outing

The sixteenth annual outing of the Representatives Club of New York will be held at Gedney Farms, White Plains, N. Y., on June 21. The program includes a golf tournament and other sports events. C. E. Ted Huntley, of *Hearts International*, is chairman of the outing committee.

Advertising Campaign Planned for Adjustable Hinges

The Way Works, Inc., New York, recently has been granted the trademarked name of "Way" for use in connection with the marketing of its adjustable hinges. According to J. Harold Way, these hinges will be advertised in a campaign which is now being prepared.

Vim Motor Truck Account with Ash Agency

The Vim Motor Truck Company, Philadelphia, has placed its advertising account with the Theodore E. Ash Advertising Agency, of the same city. Newspapers are being used.

The Differential

IT IS RATHER GRATIFYING when a customer tells us "your figure is a little higher, but we're giving you the job."

This happens often enough to indicate that our customers appreciate the little extras in quality and service that we try to put into our work.

Effort and zeal are part of our contract

THE WOODROW PRESS, INC.
351 WEST 52ND STREET NEW YORK

"Send it to Woodrow"

"Put your Advertising finger on the super-prosperous spot"

IT'S still—LOS ANGELES!

I Hart Schaffner & Marx announce plans for the erection of a large factory. The Wayne Knitting Mills, of Fort Wayne, Ind., are going to duplicate their Eastern factory in Los Angeles and spend \$6,000,000 doing it.

The moving picture people are spending \$18,500,000 *this* year in *expansion* and *construction* alone, and productions were never on such a *lavish* scale as *now*.

Los Angeles Harbor *passes* even New York Harbor in outbound intercoastal cargoes, holds the *world* record for oil shipping, and receives more *lumber* than any other port.

Dave Hamburger, vice-president of the Community Development Association, returns from a world-wide trip and reports that \$800,000,000 is coming here, brought by *investors*, *tourists*, future *home-owners*.

The All-Year Club has letters from 15,000 families that will vacation here *this summer*, and most of them will *never* go home!

In the first quarter of 1923, *four* newspapers in Los Angeles gained *more* advertising than 17 newspapers in New York City, and The Los Angeles Examiner gained more advertising in each of six consecutive months than any other morning newspaper anywhere!

*The Examiner's astonishing gain in May
—again reflecting Los Angeles prosper-
ity and results—was 559,829 lines!*

Big Circulation is Irresistible

325,000

SUNDAY

150,000

DAILY

Los Angeles Examiner

Publisher Orchard and Farm

Broadway at Eleventh

Office: Eastern, 1819 Broadway, New York. Tel. Col. 8342.
Western, 915 Hearst Building, Chicago. Tel. Main 5000
San Francisco, 571 Monadnock Building. Tel. Garfield 3858

Crop Prospects Never Better in Western Canada

Winnipeg Free Press

*Official summary of progress report No. 2 on
the condition of the Western Canadian Crop,
June 12.*

The mid-June crop report of conditions throughout the prairie provinces is one of the most generally satisfactory reports ever published in the nineteen years that these reports have been a feature of the Free Press during the crop growing season.

At this season of the year the question of soil moisture is uppermost in any consideration of crop prospects. Today's report demonstrates that, with the exception of a few odd spots, the prairie west is better wetted down than it has been for years.

Of the 325 points queried, 270 replied up to time of going to press. Of these 82 were in Manitoba, and of that 82, only eight expressed any desire for rain. In Saskatchewan 124 points were heard from, and out of these only two expressed a desire for rain. In Alberta, of 63 points heard from, only one expressed an actual need of rain.

There has been no such general supply of moisture since 1915.

Very many correspondents dwell on the excellent root of the wheat crop and its strong, thrifty green color.

The reports indicate that fully 95% of coarse grains are seeded. Upon setting the increases against the decreases, and adding the number of points where no change of acreage has taken place, it would seem that there is little, if any, change of acreage of either oats or barley. This is probably accounted for by the heavy increase in acreage of fodder crops, such as corn, sweet clover, alfalfa and sunflowers.

This is a good time to *Advertise* to Western Canada.

The First Medium of Advertising in Western Canada
is the FREE PRESS.

Daily—Winnipeg FREE PRESS, Morning and Evening
Weekly—FREE PRESS PRAIRIE FARMER

Misleading Textile Trade Terms Investigated

THE results of an investigation which has been conducted by the Bureau of Business Research of New York University for the National Vigilance Committee of the Associated Advertising Clubs of the World regarding misleading trade terms in the textile industry have been compiled and published by the committee in a thirty-page booklet entitled, "Textile Trade Terms."

This investigation was conducted for the purpose of determining whether or not the terms used in designating textile products are misleading; whether there is any difference in the meaning of textile terms as understood by the trade and consumers; to standardize certain terms which are at present used to designate fabrics manufactured out of different materials, by finding out what consumers expect to obtain when asking for textiles under a certain name, and to determine by test to what extent certain trade names are misleading to the public.

Two questionnaires were submitted to approximately 1,000 women in all parts of the country. One contained a list of 100 textile trade names representative of all phases of textile terminology. Another list contained the names of thirty-three fabrics which are not trade-marked, but which are general terms designating different weaves, finishes and kinds of material current in the trade. Approximately 600 replies were received, which have been tabulated and the results compiled in "Textile Trade Terms."

General conclusions or principles based on this investigation have been formulated. The adoption of these principles, those responsible for the investigation, say, will do much to clarify the confusion caused in the consumer's mind by misleading trade terms. This confusion, the booklet states, not only encourages fraud, but retards business by preventing sale by description and slows up turnover.

"PUNCH"

AND

AMERICAN ADVERTISING

TWENTY-FOUR
American Advertisers used space in "PUNCH" last year. Their combined orders amounted to over **147 pages**, most of the space being taken out in full pages.

More business was offered, but unfortunately too late to secure space. When the limited amount of advertising space in each issue is filled no further business can be accepted.

All space in the regular weekly issues of 1923 is now sold, with the exception of a few odd issues in August. Many orders have already been booked for 1924. Be in time!

MARION JEAN LYON

Advertisement Manager "PUNCH"
10 Bouverie Street, London. E.C. 4
England



THE flowers that bloom in the spring have some thing to do with the case. They are the announcement and guarantee that the year's growth will bear fruit—they carry the seed of perpetuity. Their beauty and fragrance have definite purpose.

Any organization's printed messages are for the purpose of growth. Engravings make more attractive, more effective, those messages.

Gatchel & Manning have made many beautiful, many effective engravings. We know their purpose and possibilities. We would like to serve you.

**Gatchel &
Manning, Inc.**
C. A. STINSON, Pres.
PHOTO-ENGRAVERS
Philadelphia

Theodore H. Price Addresses Agency Meeting

Theodore H. Price, editor of *Commerce and Finance*, addressed luncheon meeting of the New York Council of the American Association of Advertising Agencies at the Hotel Pennsylvania on June 13. He deplored the fact that there are too many dabblers and false prophets who set themselves up as students of economics and inveighed against the ever increasing number of offices and commissions that the Government sees fit to create.

W. S. Crawford, head of the British advertising agency bearing his name and vice-president of the Thirty Club of London, was a guest at the luncheon.

Acker, Merrall & Condit to Be Chain System

Austin, Nichols & Company, Inc., wholesale grocers, Brooklyn, have purchased the wholesale department of the Acker, Merrall & Condit Company, New York. The latter company, a century old, plans an extension of its retail chain of grocery stores, using the twelve conducted in New York City territory as a nucleus. It is understood that the good-will, although of substantial value, was not considered in the sale.

Canadians to Meet Tariff Restriction with Advertising

An advertising campaign in United States newspapers is under contemplation by fisheries interests of Eastern Canada to develop a sentiment in the United States in favor of a repeal of the fish provisions of the Fordney-McCumber tariff. In the past Canadian fish has been admitted to the United States free of duty but the Fordney-McCumber measure rescinded this agreement.

H. C. Cool with Washington Better Business Bureau

Howard C. Cool has been appointed director of the Washington, D. C., Better Business Bureau. He was for several years head of the Cleveland Better Business Commission. Frank R. Black who has been acting director will return as director of clothing and fabric investigations for the National Vigilance Committee of the Associated Advertising Clubs of the World at New York.

J. C. Penney Sales Show Gain

The J. C. Penney Sales Company, Inc., national department store organization, reports sales for May of \$5,031,883, an increase of \$965,316 over the figures for the same month of 1922. Sales for the first five months of the current year aggregate \$19,499,203 as compared with \$15,722,372 for the corresponding period of 1922.

The Burley Tobacco Grower

and

The Tobacco Planter

are pleased to announce the
appointment of

The HARRY R. FISHER CO.

Western Representative

MALLERS BUILDING, CHICAGO

E. V. HEVEY & CO.

Eastern Representative

17 WEST 42ND STREET, NEW YORK

GEORGE M. KOHN, Inc.

Southern Representative

WALTON BUILDING, ATLANTA, GA.

THE BURLEY TOBACCO GROWER and THE TOBACCO PLANTER are more than ordinary farm papers. The subscribers are members of two co-operative marketing associations, and are owners as well as readers of the papers. They have at present a combined circulation of over 145,000 which is increasing each month; 133,000 farmers in Kentucky and Western Tennessee and 12,000 in the border counties of Ohio, Indiana and West Virginia. Absolutely no duplication of circulation.

Advertising rate less than half a cent a line a thousand.

The Burley and Dark tobacco belts are both prosperous, and are fertile fields for all enterprising advertisers. These two papers cover Kentucky and western Tennessee more intensively than any other publication.

W. A. BEATTY

Advertising Manager

THE BURLEY TOBACCO GROWER

HARCOURT PARRISH

Advertising Manager

THE TOBACCO PLANTER



*"Day by Day in Every Way We
Grow Wetter and Wetter and Wetter"*

**"Day by Day in Every Way
COLLEGE HUMOR is Getting Better
and Better and Better"**

ONLY national magazine devoted to College humor. Founded 1920. Has never missed an issue. Has never carried advertising. Is now opening its columns to advertisers.

Issued quarterly—February, April, September and December.

Next available issue, September—Autumn number. Forms close August 1st.

On sale at all newsstands fourth Thursday of the month preceding date of issue.

September issue on sale August 23rd.

Character of circulation—general, appealing to the better and more intelligent reading public. Quality circulation—thirty-five cents a copy.

Application made for A. B. C. membership.

Circulation, 100,000, guaranteed. Rate, 50c a line flat. Size, 7"x10 $\frac{1}{8}$ ". 429-line page. Three columns.

Published by

**COLLEGIATE WORLD PUBLISHING COMPANY
Chicago, Illinois**

Copy and Data Will Be Mailed Upon Request

College Humor

**YOUNG & WARD, Adv. Mgrs.,
168 N. Michigan Ave.,
Chicago, Illinois.**

**GEO. W. STEARNS,
Flatiron Bldg.,
New York, N. Y.**

Advertising, As a Salesman, Develops Potential Demand

PITTSBURGH, PA.

Editor of PRINTERS' INK:

I have just finished reading "Does Advertising Take the Place of Salesmen?" by Murphy and MacLean, in PRINTERS' INK of May 24 with much interest and would submit the following remarks for your consideration.

Your answer to this question in the negative, as a general proposition, I think correct.

Advertising to be effective must reach the ultimate consumer. It is only of benefit as it relates to the jobber to the extent that it causes him to react favorably to the consumer demand, created by this advertising, and to the advertiser.

Advertising creates a favorable attitude in the consumer's mind so far as the advertised goods are concerned. In the case of the bulk of convenience goods, national advertising is usually sufficient to create large consumer demand. But as regards shopping goods, and particularly specialty goods, it is more necessary to have salesmen calling on the consumer trade. The advertising has created the favorable impression, i. e., consumer recognition and to some extent consumer preference. But no insistence has been created. The consumer has come to the water, but he has not drunk. Only a personal call by the advertiser's salesman can convert the latent demand into actual purchase (consumption). Advertising has either created the demand or has directed a potential and latent demand to the particular product. The salesman's call converts the prospect's recognition and preference into insistence (purchase).

T. R. HAY.

E. F. Franklin Joins "The Story World"

The *Story World*, Hollywood, Cal., has appointed E. Fred Franklin advertising director and business manager. He has been advertising manager of the Palmer Photoplay Corporation, Hollywood, and for several years previous he was engaged in advertising work at Chicago.

Leather Glove Makers Plan Campaign

The Associated Glove Manufacturers of New York and the National Association of Leather Glove Manufacturers at a joint meeting recently at Gloversville, N. Y., appointed The Byron G. Moon Company, Inc., Troy, N. Y., advertising agency, to handle their proposed cooperative advertising campaign.

Robert K. Porter Joins Cleveland Agency

Robert K. Porter has joined The Lee E. Donnelly Company, Cleveland advertising agency, as vice-president. He has been advertising manager of the Tappan Stove Company, Mansfield, O.

Paper Standardization Meeting at Washington

A general conference on the standardization of paper will be held by the Bureau of Standards at Washington, D. C., on June 19. The various committees which have been co-operating with the bureau will discuss reports which they have submitted from time to time and upon which the bureau will make recommendations.

The program at this conference will include the following subjects: "Classification and Definitions of Paper Terms," C. J. West; "Sizes of Paper for General Commercial Printing," G. H. Heintzemann; "Sizes of Paper for Books and Magazines," F. W. Hume; "Sizes of Paper for Catalogues and Directories," C. C. Whitney; "Sizes of Paper for Bond, Writing and Ledger Forms," Maurice Saunders, and "Technical Standardization (Standard Substance, Specifications, Sampling, Testing and Tolerances)," R. S. Hatch.

Frank E. Sands Heads Connecticut Publishers

Frank E. Sands, Meriden *Journal*, was elected president of the Daily Newspaper Publishers' Association of Connecticut at its annual meeting at New Haven on June 18. Other officers elected were: Vice-president, Edward J. Thomas, Norwalk *Hour*; secretary, Johnstone Vance, New Britain *Herald*, and treasurer, William A. Hendrick, New Haven *Times-Leader*. John Day Jackson, New Haven *Register*, and George C. Waldo, Bridgeport *Post-Telegram*, were chosen directors for two years.

J. M. Emerson, Ansonia *Sentinel*, president of the association since 1904, and William J. Pape, Waterbury *Republican* and *American*, secretary since 1906, both declined re-election.

W. C. Howe Joins "Drug Topics"

W. C. Howe has joined The Topics Publishing Company, Inc., New York, as head of the production and business departments of *Drug Topics* and the "Drug Jobbers Salesman." Mr. Howe last March disposed of his interests in the Commercial Journal Company, Inc., Chicago and St. Louis, publisher of *Lumber*, with which he had served as president and treasurer for five years. Mr. Howe was at various times associated with *American Lumberman*, Chicago, as editor; the Penton Publishing Company, Cleveland, as vice-president and business manager; the Architectural & Building Press, New York, as vice-president, and the United Publishers Corporation, New York, as a director.

The Tolins Company, Philadelphia, has been given the advertising account of the Weilenman Economizer Company, manufacturer of a new carburetor. Business-paper and direct-mail advertising will be used.

Atlanta Ad Club Elects Officers

Herbert Porter, advertising manager of the *Atlanta Georgian* and *Sunday American* has been elected president of the Advertising Club of Atlanta. He succeeds R. Winston Harvey, president of the Harvey Advertising Agency, Inc. L. P. Wilson, advertising manager of the Davison-Paxon-Stokes Company, was elected vice-president and Miss Caroline Thomas, second vice-president.

Minneapolis Service Has New Accounts

The Kammann Advertising Service, Inc., Minneapolis, has been appointed advertising and merchandising counsel by the Gray Tractor Company, Inc., and the Holt-Bid Service Company, conducting a correspondence course in estimating for retail lumber dealers. Both companies are situated in Minneapolis.

J. B. Cooke with C. R. Products Company

John B. Cooke has been appointed secretary-treasurer and general manager of the C. R. Products Company, manufacturer of Randall's salad dressing, Spokane, Wash. He was formerly sales manager of the Tru Blu Biscuit Company, Portland, Ore.

Advertise to American Parents

The Walker House and the Hotel Carls-Rite, Toronto, Canada, are advertising in newspapers of the United States to attract the vacationist. "We specially cater to the nation's greatest asset," says the copy, which is illustrated with a picture of two young children at play. Not only does the copy sell Toronto and these two hotels, but several lines are devoted to selling the necessity for taking a vacation. "Good health is a great asset. How many of us try to keep it by taking a holiday at the proper time?", it reads. "Money spent in traveling brings more enjoyment than paying doctor's bills."

To Join George Batten Company

John Dearborn Lucas will join the service staff of George Batten Company, New York, on June 23. Mr. Lucas was recently with the export advertising department of the United States Rubber Company, New York.

Newspaper Campaign for Adams Chair-Bed

The Brennan-Eley Company, Chicago advertising agency, has been appointed to conduct an advertising campaign for the Adams Chair-Bed Company, Chicago. Newspapers will be used.



STANFORD BRIGGS INC.

ADVERTISING ART

392 FIFTH AVENUE, N.Y.

Layouts, designs, and Illustrations for every purpose in every practical technique.

WRITE US FOR SAMPLES OR
BETTER STILL ASK US TO CALL

"He seen his duty, and he done it nobly, but he tuk his time."

¶ Atlanta is one of the greatest business centers of the South—yet, people take time to enjoy life as well as to attend to business.

¶ We don't run on Eastern time and the daylight saving law would annoy us considerably. Central time is good enough for us.

¶ Atlanta is a thousand and fifty feet above sea level. It has about the same average temperature as Los Angeles.

¶ The nights are cool and delightful and the mornings are glorious.

¶ Nobody rushes to work in the morning. You can't do it and enjoy life.

¶ The sun rose this morning at twenty-six minutes after four o'clock. Yet not a department store in this city opened until nine o'clock. Business generally opens up about nine o'clock.

¶ This gives around four hours and a half of sunlight before you have to go to work.

¶ It is a wonderful city in which to publish a morning paper. Everybody has time to read everything in it from the front page to the back before business opens up for the day.

"JIM" HOLLIDAY.

THE JAMES M. RIDDLE COMPANY

announces

The appointment of

FRANK O. YOUNG, JR.

as manager of the New York Office.

Mr. Young, for the past three years, has been in charge of our Cleveland Office.



E. E. WHALEY

as manager of Ohio and Michigan territory, with office in Detroit.

Mr. Whaley, previous to joining our organization, was Publisher of "Farm Implement Merchandising" of Springfield, Ohio.



Our new office in Detroit will be opened July first, at which time the Cleveland office will be discontinued.

JAMES M. RIDDLE COMPANY

Chicago	New York	Detroit	St. Louis
Kansas City	Atlanta	San Francisco	

Representing

FARM LIFE	SOUTHERN AGRICULTURIST
SOUTHERN PLANTER	FARMER & BREEDER
SOUTHERN CULTIVATOR	

Canadian Agency Association Meets

"As an institution the advertising agency has grown to very large proportions," said W. B. Somerset, of A. McKim, Limited, Montreal, retiring president of the Canadian Association of Advertising Agencies, in an address at the annual meeting of that organization at Toronto on June 12. "As machinery for the sale of goods," continued Mr. Somerset, "advertising is now recognized as not only indispensable, but an economically sound feature of business organization, inasmuch as advertising sells goods more cheaply than they could be sold without it, and thereby introduces economies that reduce the cost of the advertised article to the ultimate consumer, instead of increasing the cost, as has often been charged. The ethics of our profession are upon the highest possible plane, and our businesses all have honored positions in the community as important cogs in the vast machinery of commerce and trade."

J. P. Patterson, Norris-Patterson Limited, Toronto, was elected president for the ensuing year, succeeding Mr. Somerset. Other officers chosen were: First vice-president, C. T. Solomon, Advertising Service Company, Limited, Toronto; second vice-president, F. E. Fontaine, Canadian Advertising Agency Limited, Montreal; honorary treasurer, Adam F. Smith, R. C. Smith & Son, Limited, Toronto, and secretary-treasurer, George A. Martin. A permanent office of the association was established at Toronto during the last year.

The following directors also were elected: J. J. Gibbons, J. J. Gibbons, Limited, Toronto; T. H. Yull, Federal Advertising Agency, Limited, London; James Fisher, The James Fisher Company, Limited, Toronto, and E. Desbarats, E. Desbarats Agency, Limited, Montreal.



THESE PEOPLE (CONSUMERS) ARE TRYING TO MAKE OUT WHAT IS GOING ON IN A POORLY LIGHTED, BADLY ARRANGED SCENE IN AN INDUSTRIAL MOVING PICTURE OF THE MEDIOCRE TYPE.

PROPER LIGHTING REQUIRES ADEQUATE ELECTRICAL EQUIPMENT. WE HAVE A CAR LOAD.

PROPER ARRANGEMENT OF A SCENE REQUIRES SPECIAL ABILITY AND LOTS OF EXPERIENCE.

WE HAVE ALL THAT IT TAKES TO GET THE MOST EFFECTIVE RESULTS OUT OF AN INDUSTRIAL PICTURE SITUATION.

**BOSWORTH, DEFRENES
& FELTON**

PRODUCERS AND DISTRIBUTORS
WILKES-BARRE, PA.

The
Billboard
AMERICA'S FOREMOST WEEKLY THEATRICAL DIGEST

Want to raise money
for some charitable or
benevolent purpose?

Yes?

Then do it right—call
to your aid the profes-
sional "benefit show-
man." He is expert and
experienced.

A two-dollar ad in **The
Billboard** will put you
in touch with dozens.

Member A. B. C.

NEW YORK
1493 BWAY. BRYANT 8470
CHICAGO | **CINCINNATI**
35 SO. DEARBORN | 25 OPERA PL.

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Large Manufacturer Wants Something New to Make and Sell

Type of product wanted: a specialty that could be sold chiefly through grocery channels. It may be an old product that could be made a greater success by the big selling and advertising campaign which we could put behind it.

It may be a combination of products forming a new product. It may be an entirely *new idea*.

We would prefer a product that is not a food, but which could be sold through the grocery trade throughout the U. S. and Canada.

It might be a shoe dressing, a disinfectant, a new type of cleanser or polish or new soap product, a small kitchen or household utensil or some such idea. Ample capital available.

Address "B. G."
Box 262, Care Printers' Ink

Civil War Used in Teaser Copy to Advertise a Sale

Strawbridge & Clothier, Philadelphia department store, developed a new angle in teaser advertising aimed to interest the public in their coming fifty-fifth anniversary.

The first piece of copy showed seven men dressed in costumes of Civil War days, one carrying a "transparency" used in political parades in the days of the torchlight procession. "Vote for Grant" was the wording on the transparency and all seven men were apparently heading for the upper left-hand corner of the space. The advertisement occupied the lower right-hand corner of the page in newspapers. The only wording was "A memorable event of the year 1868, at the northwest corner of Market and Eighth streets."

The next day the space was doubled. The wording was the same, but the picture was extended to embrace an old volunteer fire engine with the firemen drawing it, an old-fashioned carriage with its occupants, all headed for the upper left corner of the page. On the third day more illustrations were shown. This included a horse car and a crowd of people gathered under a wooden awning. No building was discernible.

The full copy showed the original building occupied by Strawbridge & Clothier when they opened for business in 1868 and the wording was augmented to state that the memorable event in 1868 was the opening of this store, and that the memorable event of 1923 would be the fifty-fifth anniversary sale. The illustrations were continued during the sale in such degree as to allow the reader to associate it with the teaser copy.

New Advertising Club at Portland, Ore.

The Advertising Division of the Portland, Ore., Chamber of Commerce has been formed, with R. E. Morrison, business manager, *Western Farmer*, as its first president. The other officers elected were vice-president, Joseph A. Davidson, manager of the merchandising service bureau of the *Portland Oregonian*, and secretary, John W. Kennedy, Commercial Advertising Company.

New Carton Account with Snitzler-Warner Co.

The Snitzler-Warner Company, Chicago advertising agency, has secured the account of the Self-Locking Carton Company, Chicago manufacturer of fruit, egg and candy containers. Business papers are to be used for this account.

Detroit Office for the James M. Riddle Company

The James M. Riddle Company, publishers' representative, has opened an office at Detroit. This office will be in charge of E. E. Whaley, manager of the Cleveland office, which will be discontinued July 1.

Whom Do You Want to Reach?

No man in any given community is consulted on as great a variety of subjects as is the banker.

The basic reason is that as business is transacted principally on credit, a forerunner to credit is the establishment of confidence through the full presentation of business matters to the banker; therefore the customer naturally turns to the banker for advice, for the latter already possesses an intimate and confidential knowledge of the customer's affairs.

The customer consults the banker also because the customer has faith in the banker's judgment; because, also, the customer knows that no man in the community has the same facilities for forming correct business judgments on affairs at home, and for immediately obtaining reliable business information on any subject in any part of the world.

When you reach the banker you reach more than an individual of buying power; you reach a center of influence, and that holds true whether you are selling farm tractors, or tours to the Far East. Always there is a good advertisement in a sale to the banker.

The Journal of the American Bankers Association does more than reach the banker. He subscribes for it and reads it. Many bankers have it sent to their homes.

Journal of the American Bankers Association

110 East 42nd Street, New York

Net Paid Circulation (A. B. C.), 23,530

Eastern Representative

S. M. GOLDBERG
100 East 42nd St.
New York City

Western Representative

ROBERT BANGHART
1106 Otis Bldg., 10 S. La Salle St.
Chicago, Ill.

The Newest Advertising Media

**Distributors and Representatives Wanted
for MOTOR WHEEL ADVERTISING
No Competition. Field Positively Virgin**



Advertising Discs do not revolve. Cause no sliding appearance.

Discs made of 19-gauge steel, beveled and crimped with specially designed Hub Caps attached.

Now absolutely perfected with no vibration whatsoever, after many months of mechanical engineering research.

Simply remove Hub Caps now on car and replace with Motor Wheel Discs and attachments.

Miles and Miles of Advertising Without Cost

Drives Your Sales Messenger Across Without Effort and Expense

Place your advertising everlastingly before the great buying public on streets, boulevards and highways. Tell your story to crowds everywhere. Catch the eye of thousands of motorists. Arrest the attention of pedestrians. Arouse the interest of street car patrons. There are no restrictions as to space and position. The public outdoors is your audience and they become alert as you pass. Motor wheel advertising does not ask your customers and prospects to pay for the privilege of seeing your advertisement. It does not insist that readers shall come to the advertisement. It has no weakness through waste circulation and imperfect mailing lists. It is never thrown into waste-baskets or filed away. It is never dead—never shelved. The first investment in motor wheel advertising is the only outlay. There are no advertising bills to pay. Yet it does its work of

constantly attracting attention without the slightest expense. It solves the problem of publicity for the small business man. It lifts the bars for those who have wished they could advertise, but who dared not risk their small capital upon unknown possibilities. It has a big cash value upon salesmen's cars and delivery trucks. Its value is priceless to representatives and agents who recognize the importance of being known. And for small local campaigns and dealer helps it has unlimited pulling power. Every day, without a penny's expense, you can enjoy miles upon miles of advertising. Every hour you can toothcomb for new prospects. Every minute you can write your story indelibly across the mind of the buying public. Every second you can be stirring up favorable impressions. And repetition—matchless followup—is included in the work accomplished by Motor Wheel Advertising.

\$30.00

Per Set

of Four Discs and Attachments

F. O. B. K. C., Mo.

MOTOR WHEEL ADVERTISING CO., Manufacturers
217-218-219 Gibraltar Bldg., Kansas City, Missouri

Prestige Built on Personal Contact Forms Advertising Foundation

THE Stedman Products Company, South Braintree, Mass., maker of Stedman Naturized Reinforced Rubber Flooring, is gradually taking its place among national advertisers. Present plans call for full-page copy in many architectural, hotel, hospital, home, and some general publications. The successive steps to the status of a national advertiser are of interest, showing, as they do, how prestige built on personal contact came to form a natural advertising foundation.

"In the beginning of our merchandising," M. A. Turner, sales manager, informs PRINTERS' INK, "we established personal contact with the architect, contractor, and so far as possible with the managers or executives of hospitals, schools, banks, hotels, and other public institutions. In this we have been reasonably successful, but of course the great potential market could not be reached except by printers' ink. We are looking to advertising not only to familiarize the individual customer with our product and its availability, but to give our product the prestige for that class with which we have already been personally in contact."

The product is a floor material, soft and noiseless, made in various colors bearing veinings and blendings suggestive of marble or rug textures. It is laid in the form of tiles or long runners and by the company itself, thus fixing responsibility for that work. The price range is stated as between the extremes quoted on flooring materials.

A small advertising campaign in two business papers was made in 1921 to secure agency representation. In this the company was successful. The present campaign which began in March is planned along national lines.

"Our advertising returns," Mr. Turner says, "have already been most gratifying and it is our in-

WANTED

An Advertising Assistant

I need a young man—preferably with publication experience—to help me in the advertising department of a monthly magazine. Most of his time must be spent in actual solicitation work with advertisers and agencies. Some traveling will be required. Extensive experience in this work is not absolutely essential. I am more interested in the right kind of young man. The proposition is not an easy one, but the opportunity is good.

Tell me about yourself, especially as to the work you are now doing, salary expected, when available.

Address, "G. M.," Box 269, care of Printers' Ink.

I Want A Sales Manager

I prefer a man who has had experience with a publishing house or who has done things in the newspaper world. It is necessary that he have a fundamental love for good literature and be born with a sense of humor.

He must know how to organize, how to plan, how to map out big undertakings—and then how to put them across, smoothly and noiselessly. Such a man will be given a wonderful opportunity in a fascinating business—that of syndicating nearly fifty of the most widely known features sold to newspapers. I want a man to take up and develop the sales department of the business which my associates and I have brought to its present standing. He must be a real executive and a successful handler of salesmen.

The George Matthew Adams Service now does business with something like 600 daily newspapers, syndicating such widely known stars as Walt Mason, "Eddie" Guest, Lee Pope, and the work of such artists as Ed Whelan, "Edwina," Hungerford, Morris.

This Sales Manager will be given every opportunity to make good in a big way. He will be given co-operation and he is alone to develop his ideas. His record will be carefully considered. His age should be around thirty and he ought to be a college man, though that is not essential.

The man I want is employed already somewhere—making good—but in his secret soul he wants a happier job, a bigger chance. Are you the man? If you think you are, let's talk it over. Appointment made by letter only. Address

George Matthew Adams, President,
THE GEORGE MATTHEW ADAMS
SERVICE, Inc.

8 West 40th Street, New York

PUBLISHERS ATTENTION

Having well-established offices in Detroit and Cleveland, we are in a position to take on the advertising representation of a few additional mediums.

Our organization is made up of men wholly familiar with the soliciting business. Additionally our activities throughout our territory, consisting of Michigan, Indiana, Ohio and Western Pennsylvania and Western New York, have given us accurate working knowledge of trade, newspaper and farm publications.

We can assure you of the highest type of representation covering this much neglected territory.

Address "A. F.," Box 261, care of Printers' Ink, Illinois Merchants Bank Bldg., Chicago, Ill.

New York Sales Engineers

wish to secure a substantial building specialty or mechanical account. Now have established business with leading architects, engineers and contractors, selling a prominent specialty. Experience and personal qualifications of highest order.

KS, Room 278
50 Church Street
New York City

tention to increase our appropriation as fast as it is warranted. We depend upon the half-tone or the use of colors to start the attack, after which our copy, necessarily brief, is made to convey the very salient selling points."

Stedman rubber flooring appeals first to the eye, says Mr. Turner, then comes its comfort under foot, and successively, toughness and low maintenance costs. But practically every piece of copy carries a list of users in the field covered by the particular publication, as banks, hospitals, or public buildings. These lists, like substantial walls, from both foundation and background, giving the product the prestige of association with institutions of consequence.

Timely Advertising for a New Product

Recently, Landers, Frary & Clark, New Britain, Conn., manufacturers of household specialties, designed an electric iron which simplifies the pressing of flimsy wearing apparel. All corners and sharp edges have been eliminated from the base of the new iron with the result that it can be moved backward and sidewise without catching or wrinkling the cloth. The improved iron is called the "Wrinkle Proof Iron."

When advertising plans were laid for the new item it soon became obvious that the exclusive features of the iron offered possibilities for a timely campaign. The tapered point of the Wrinkle Proof Iron slips quickly and easily into the finest pleats and ruffles of dainty summer lingerie. Here, then, was the theme for the copy and it was promptly decided to capitalize on it with a special newspaper campaign which would hasten the introductory process by emphasizing the iron's usefulness in pressing summer finery.

The advertising is so laid out that it blankets the entire country. Insertions began May 17 and will be continued through to the end of June. Copy will appear weekly in a list of some sixty metropolitan newspapers. The space occupied is ten inches over three columns. It should be understood that this advertising is in the nature of a special publicity effort. A general campaign, running three times a week in a large list of newspapers, represents the major advertising plan.

J. C. Williams Joins Benson, Gamble & Crowell

J. C. Williams has joined Benson, Gamble & Crowell, Chicago advertising agency, as account executive. He was formerly with Critchfield & Company, Chicago.

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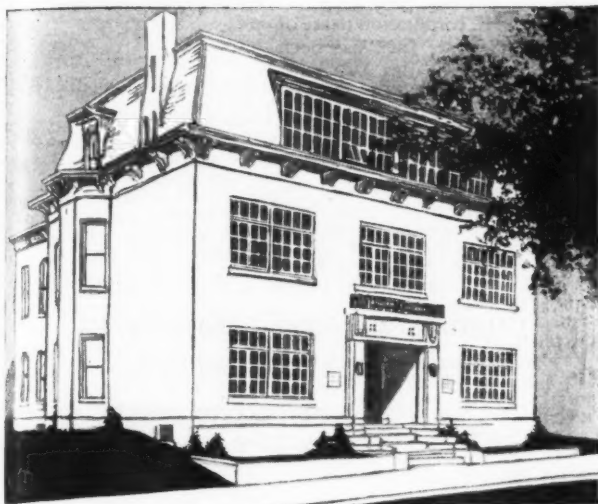
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LYDDON & HANFORD CO.

Advertising

MAIN OFFICE, 11-15 JAMES STREET

ROCHESTER

Steadily increasing business has necessitated the removal to larger quarters of the three offices of the LYDDON & HANFORD CO.: New York office to 110 East 42nd Street; Syracuse office to 527 South Warren Street; Rochester office to 11-15 James Street.

. . . . THE corporation name of Hoyt's Service, Inc., has been changed to Charles W. Hoyt Company, Inc. This change affects the name only; the personnel remains the same

CHARLES W. HOYT COMPANY, INC.

PLANNED ADVERTISING

116 WEST THIRTY-SECOND STREET
New York

OFFICERS AND DIRECTORS

CHARLES W. HOYT, *President*
RALPH L. TALLEY, *Vice-President*
GEORGE L. MAURER, *Vice-President*
SAMUEL W. MEEK, JR., *Secretary*
AGNES SMITH, *Treasurer*
H. R. VAN PELT
ARTHUR E. HOBBS

Boston
LITTLE BUILDING
T. I. CROWELL, JR.
Manager

Cleveland
HANNA BUILDING
H. R. VAN PELT
Manager

Springfield, Mass.
3RD NAT. BANK BLDG.
ARTHUR E. HOBBS
Manager

Walk-Over Combines Sales and Credit

(Continued from page 6)

stantly in consultation. I know a great many of the accounts personally; this knowledge I pass on so far as possible to my assistants. Whenever I take a trip I always bring back a lot of notes with me and then have a meeting with the credit and collection managers and others having to do with customer relations, passing on to them the story of my trip, giving them side-lights on the personalities of the customers I have met, the knowledge of their affairs and habits I have gleaned. Whenever occasion offers, we get our assistants out on the road, have them meet customers—all for the purpose of making these accounts real personalities to them instead of merely names.

"When a new account comes in

it is handled in the usual way for credit review; but if the credit man feels disposed to act unfavorably he takes it up with me and we look at it from the sales angle. Now, the credit man of the department, although he specializes on credits, feels he is a part of the Credit-Sales Department. His job is to show a favorable record from both standpoints and he always thinks of sales and profit losses as well as credit losses. He is always thinking of what this action or that might do to the customer's attitude toward the salesman. This attitude doesn't lead us to take more risks, but it does lead us to investigate more carefully into the situation and consider whether, as in the case of the young man starting business, it might not be advisable to take a temporary 'slow pay' proposition for the sake of future developments from the sales standpoint.

"There was the case, for example, of a store in the West which came to us soon after start-

I WRITE anything for anybody,
from a street car slogan to a
history of the world. Provided, of
course, it is all right to write it, and
it needs to be done well.

OLIVER MARBLE GALE

Public Writer

1108 • 58 EAST WASHINGTON STREET

CHICAGO

Telephone Randolph 0765

ing in business in January, 1922, with a stock of \$7,000, cash of \$500, and owing \$2,600 on stock and \$750 to the bank, showing an equity of \$4,150. This merchant had also bought in addition to that, \$4,000 worth of merchandise, or as much as his net worth.

"On the face of it, it was an impossible credit risk. The customer, in fact, was talking about doing a \$50,000 volume—the town was a good one and offered opportunity for expansion—but with such ambitions and his limited capital he would be over-reaching himself.

"We made a thorough investigation of the man's previous business record, however, and found that his ability, character and personality were extremely favorable. We accepted the orders, securing a promise from the customer that he would for the present think in terms of less than \$50,000 volume; that he would keep his indebtedness less than one-half his total stock, and that he would shift more of his borrowing to the bank.

"Today we are extending credit

to this man to the extent of \$11,000 a year, his capital now being \$8,000, and he is paying on a fairly prompt basis. It is an account which from a purely credit angle we would have refused, but which through sales contact we accepted to our advantage.

"Whenever we do turn down a man we always try to sell the salesman on it, to give him in detail the reasons for our action and make the salesman our partner in the deal. The salesman, too, is a representative of the Credit-Sales Department and must look at every sales proposition from both standpoints.

"An order recently came in which it seemed to us from our knowledge of the man's volume of business was just about twice as much as it ought to be.

"We came back at the salesman and asked him to justify the order. We asked him to figure out for us how the customer was going to be able to pay for the goods when it looked as though at the end of the season he would

Advertising Manager Wanted

LARGE national advertiser—leader of its industry—requires experienced advertising manager, commanding \$5000 to \$6000 a year. Must be capable of constructively directing and assisting agency in development of advertising plans, of preparing sales and advertising literature, and, particularly, must have personality and selling ability to line up large sales organization behind the advertising. Write qualifications fully enough to indicate desirability of personal interview.

Address "D. J.," Box 264, care Printers' Ink

We are pleased to announce
that the advertising of



Sealpax
twin-button
union suits

and



Nunnally's
THE CANDY OF THE SOUTH

has been entrusted to our
organization.

Other well-known advertising
accounts handled by this
agency, are as follows —



**MAXWELL
HOUSE
COFFEE**

"GOOD TO THE LAST DROP"

**GARCIA-GRANDE
CIGARS**



Planters
PENNANT BRAND
SALTED PEANUTS

FSR

F.S. ROYSTER GUANO & CO.

**Arrowhead
HOSIERY**



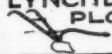
PREVENTOL

THE SPRAY
INSECTICIDE



**FORD'S
MERRY WIDOW
SELF-RISING
FLOUR**

**LYNCHBURG
PLOWS**



CECIL, BARRETO & CECIL
Advertising

Richmond, Va.

New York

The Advertiser's Weekly

OF GREAT BRITAIN

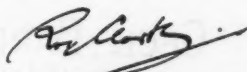
has its home in New York with

R. T. HUNTINGTON
and ASSOCIATES

by whom all American enquiries relative to editorial, advertising or subscription rates will be welcomed. Subscription \$4.60 annually. Advertising rates on application.

Au Revoir

In taking this opportunity of bidding au revoir to my many American friends, I would like to express my thanks for their great kindness and hospitality during my stay in their country. I hope between now and their visit to Great Britain next year that I may have the pleasure of hearing from them if I can be of any service.



R. T. HUNTINGTON
and ASSOCIATES
47 West 34th St., N. Y. City
Telephone Fitzroy 3443

Business Manager
THE ADVERTISER'S WEEKLY
66, Shoe Lane, London E.C.4,
England

have half the stock left over. We got the salesman to agree to the truth of our argument; consequently we put it up to him to get the customer to reduce the amount of the order and show him why.

"Now, viewed purely from the sales standpoint, this would have been a good sale. Viewed purely from the credit standpoint, it would have been a good credit, for the account had always been good and paid promptly. But both the customer and the salesman had made an error of judgment which a combination of the sales and credit viewpoint enabled us to check. Unless customers are sold to correct ratio of turnover, the orders are neither a good sale nor a good credit risk.

"Our salesmen, as I said, are also representatives of both credit and sales; and while we don't want to make credit men out of them, they do apply both viewpoints to their sales. Thus, we impress upon them that they should make their sales based on buying budgets, to work out a definite buying plan for the retailer based on his present stock and expected sales based on past performance. When a new account is opened, the salesman is on the alert to get whatever evidence he can which will help in deciding upon the credit. A letter from the salesman generally accompanies an order from a new account. He may, if the circumstances are right, ask the new customer for a statement; but if he doesn't do that, he may gather enough information in a casual conversation to help us in deciding upon the account. Thus, a customer may tell the salesman how he got into business—some of the obstacles he overcame. Such incidents, if reported, give a clue to the customer's character. The salesman can size up the stock and appearance of the store and convey his impressions.

"One important advantage is that the credit man in taking up credit matters with the salesman has a measure of authority behind his requests which leads to proper

MOTION PICTURES

YES

we made the seven-reel motion picture "Electricity in the Motor Vehicle" shown at the Atlantic City Convention.

ALSO

just completed a two-reel production for Wagner Electric Corp.

GUARANTEED

National and Local Distribution If You Want It

HARRY LEVEY
SERVICE CORPORATION
Producers & Distributors of
INDUSTRIAL-EDUCATIONAL
FILMS

130 West 46th Street N.Y.C.
Telephone Bryant 5526

WHY 100%?

**Why Not 98% or 99%
Guarantee on Lists?**

One reason why we guarantee our lists 100 per cent—agree to cash at 2c each, at any time within 30 days after the delivery of the list, **ALL** Post Office undeliverable returns from the first mailing due to list inaccuracies—is that we really want to cash such returns. They are worth the 2c each to us as aids in keeping our lists up to date.

HAGEMAN
PUBLICITY AGENCY
810 Olive St., St. Louis, Mo.

WANTED

SALESMEN

**In Middle West by
established oil
refiner**

Not a stock oil scheme.

This concern, although young and still expanding rapidly, is favorably established as one of the largest independents in the petroleum world.

The men we want must have an education equivalent to at least four years high school. Age: A few years either side of 30 preferred. A successful record of salesmanship will influence us. This record need not necessarily cover a great many years. Ability to handle sales correspondence will help to reward these men with a branch office managership, territory located in the Middle West.

In addition to the foregoing, we require in our office at El Dorado a man who is well qualified by training to handle sales promotion work.

Please write about yourself fully. Tell the whole story the first time.

Address Sales Manager, The Midland Refining Company (Refining Division, Skelly Oil Company), El Dorado, Kansas.

co-operation. In the ordinary organization a request of the credit man for some action on the part of the salesman, perhaps assistance in collecting an account, is by way of asking a favor, and procrastination is the rule. Here it is one of the responsible heads of his department making a request. As a matter of fact, we do try, without burdening the salesman on minor matters, to handle any difficult situations through him. Personal contact will go farther than correspondence, especially through a salesman who is on friendly terms with the customer.

SALESMEN MAKE ANALYSES OF CUSTOMERS' CREDIT

"We aim to make our salesmen merchandising men instead of salesmen, constantly teaching them merchandising principles and methods of retail financing. The way they get this angle is illustrated in a letter from one of our men in the South. He had taken the trouble to write in longhand an eight-page letter outlining the situation of one of his customers, who had got into a condition where he was unable to pay his bills. The salesman analyzed the situation and reported as follows:

"The stock consisted of \$37,000, at cost, and his sales for the year had also been \$37,000. Of this stock, the salesman reported that perhaps \$10,000 was good merchandise, the balance might be worth perhaps 25 cents on the dollar. The proprietor, it appeared, had been buying jobs instead of regular lines, and had got loaded up; also being misled by the fact that in 1921 he had \$51,000 worth of business. His location, store front and sales personnel were all good. The proprietor himself did not know what the trouble was, except he was not making spendable profits. The salesman called upon us to write the customer a letter of advice and give him what help we could. 'I wish you would suggest to him also,' he wrote, 'letting his son-in-law have more authority. He believes in system and is a good salesman.'

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A desk volume
on books and
booklets

Every agency
and advertiser
needs it

**THE J. J. LITTLE BOOK OF
TYPES, SPECIMEN PAGES,
AND BOOK PAPERS** will help you
decide—quickly—on stock, type, page size,
title page, binding, and hundreds of other
points in preparing a book or booklet.

It is now in constant use by the great
book-publishing houses—their authoritative
manual. It is invaluable to the agency man
or advertiser who must *get out a book*.

The gist of our 50 years' experience in com-
plete book manufacture is now at your
fingertips.

\$5 net per copy, postpaid. Superfinish Covers, 460
pages, trimmed size $7\frac{1}{2} \times 10$ inches, marbled edges.
Or **WRITE** for free descriptive booklet.

J. J. Little & Ives Company

429 East 24th Street, New York City

THE PLANT COMPLETE

Typesetting :: Electrotyping :: Printing
Binding :: Editorial Service



SALES MANAGER WANTED

ONE of our clients, an important manufacturer of men's shoes, wants a Sales Manager, a man of mature experience and unimpeachable record.

This man must be able to direct and inspire a sizable force of men.

He must know how to use advertising as a lever to increase business and be able to show others how to use it, too.

He will be given full authority and a wonderful opportunity. Salary and bonus basis. Shoe experience desirable but not essential.

Please write in full confidence, telling us all about yourself, age, nationality, religion, salary—the things you would want to know were you employing so important an executive.

Write—don't call, an interview will be arranged later.

DORRANCE, SULLIVAN & COMPANY

Advertising

132 West 42nd Street, New York

AVAILABLE Sales—Advertising—Executive

General Sales and Advertising Manager with experience in both food product or grocery, and drug or toilet goods field, desires to connect with progressive Advertising Agency or Manufacturer.

Accustomed to handling large force of men, but as an officer of the company also familiar with the general problems of manufacture from production to finance and branch office management.

Also previous advertising experience with New York agency handling many large national accounts.

University graduate, not too old to learn, but old enough to inspire confidence.

Present connection most congenial, but future limited due to change in marketing policy. Can show concrete evidence of largely increased sales, both present and past connections. Address "C. H.," Box 263, c/o Printers' Ink.

"These excerpts will perhaps show the viewpoint of the salesman. In this case we wrote the customer a long letter, in which we pointed out, based on the salesman's report, what course he should pursue to pull himself out of the hole. We pointed out that he should do a \$50,000 business on a stock of \$20,000. The first thing to do was to liquidate the surplus stock. We approved of a suggestion the salesman had made to transfer \$10,000 worth of the present stock to the store of another son-in-law which was closing out, and get whatever he could for it. We sent him some pamphlets on merchandising principles which we publish. After that we set our advertising department to work to develop some special newspaper and direct-mail advertising for him.

"Meanwhile, we bore patiently with the customer from the credit standpoint, knowing that he was taking our advice to heart and was following a plan that would set him on his feet.

THEN THERE IS THE MATTER OF ADJUSTMENTS

"As with the credits, so with the adjustments. Generally before turning down a requested adjustment the matter is taken up with this department personally. Recently a pair of shoes was returned from a dealer, claimed to be defective. The adjustment manager found the claim not justified—the shoes had been burned—and ordinarily would have written a letter accordingly. However, on taking it up with me I found this was the first claim the dealer, whose account was of long standing, had ever made. Of course we allowed it. No doubt the dealer thought his claim was justified. A turn-down on a case like this, while it might save \$5 on the adjustment, might cost \$500 on the sales account.

"I don't believe this system of ours leads to any greater credit losses than would be the case if the two departments were separated. Sales and credits are so closely intertwined, any action re-

Publishers—

"Go-Getter" Solicitor and Manager Available

I HAVE closed more than a million dollars worth of space contracts for a prominent newspaper; also had other broad publishing experience; know most of the New York agents, space-buyers, advertisers; possess their confidence and good-will.

Several years in present connection, but desire to change for purely personal reasons; competent to assume entire charge of advertising for newspaper, magazine, class or trade publication.

A hustler; excellent credentials; job must have \$10,000, or better possibilities, but would start for \$6,000 or \$7,000, either drawing account or salary. Address "Closer," Box 267, care of Printers' Ink.

WANTED

Trade Paper Circulation Manager

A nationally known business paper—a leader in its field—wants a hard hitting, fighting circulation manager—a man who knows how to sell circulation himself and knows how to teach other men how to sell it.

He should be able to handle a force of about fifteen men and should also know how to write and plan successful mail circulation campaigns.

The opportunity is here for a big job if you know how to make it so.

Tell us all about yourself, at what salary you would expect to start, previous experience, actual achievements, etc., etc. Address "F. L.," Box 266, care of Printers' Ink.

The Complete Book on Engraving and Printing

"Commercial Engraving and Printing," by Charles W. Hackleman, is a veritable encyclopedia of useful, time-saving and money-making information for advertising men.

It gives quick answers to daily questions about photography, retouching, drawing, reductions, enlargements, styles of drawing, plate-making for one or more colors, all methods of printing, color harmony and effective combinations, embossing, book-binding, etc., etc. 850 pages—over 1500 illustrations—35 related subjects.

Write for FREE prospectus showing sample pages, contents, approval offer, etc.
COMMERCIAL ENGRAVING PUB. CO.
Dept. LB, Indianapolis, Ind.

High Grade Executive Credit and Financial Manager Business Counselor

IS NOW OPEN FOR PERMANENT CONNECTION. Young married man, Protestant faith, 36 years of age, capable of assuming full duties of credit manager, comptroller, auditor, treasurer or assistant to president or general manager of any live organization. Possessing thorough knowledge of credits, collections, higher accounting, some export experience and study of law three years. Type of executive that has always commanded the higher remuneration. Satisfactory business and bank references. Address **H. W. H., 23 Chester Road, Belmont, Mass.**

A Perfect Smoke

Dry bowl, soothing aroma, smooth as a cigarette—true only of the

Captain Longbottom Pipe

Nothing to adjust, beautiful, fascinating, no breaking in, finest brier, all hand-work. Sold in New York's exclusive clubs, and by mail from address below.

Postpaid and Guaranteed



lating to one so closely affecting the other, that it seems to me best they should always be considered together.

"Could this plan be used successfully in other lines of business? I see no reason why not. When one is responsible for collections as well as sales, certainly there is a balance of influences that would prevent one from being bent unduly one way or the other. With a separation of the two phases it seems to me the salesman or sales manager must be inclined to be unduly optimistic about an account—the responsibility for the credit is with the other fellow; while the credit man must tend to be unduly pessimistic, and feeling no immediate responsibility for the effect of his work on sales, is interested mainly in making a good record on collections and losses.

"From a practical standpoint we have our credit manager; but he is a part of the sales department and feels loyal to it. We have two important desks that concentrate on sales promotion methods, but do it with a credit background all the while. In my own work I endeavor to include a sales angle in all inventory acknowledgments and impress salesmen that customers must pay as well as buy. There is never any tendency to favor sales unduly at the expense of credits."

M. E. Hidden Joins The Pratt & Lindsey Company

Morton E. Hidden has joined The Pratt & Lindsey Company, Inc., advertising, New York, as manager of its research department. Mr. Hidden was formerly with G. Amsinck & Company, exporters, New York, and the A. M. Collins Exporting Company, Philadelphia.

New Accounts for San Francisco Agency

California newspapers will be used for the following accounts which have been placed with the Harold C. Wurts Advertising Agency: the Casa Del Ray Hotel, and the Santa Cruz Seaside Company, both of Santa Cruz; the Hotel Clark, and Hotel Herald, San Francisco; and Arthur Bard & Company, realty operators, for Chevy Chase Park, a new subdivision in Marin County.

We want a Man...

who *has* and
can *sell* Ideas

An unusual type of salesman—executive—probably with chautauqua, lyceum, lecture, or concert course experience—is sought as District Manager for a national distributing organization which will market non-theatrical motion pictures in an original way.

The position calls for character, organizing ability, and success in developing and directing a loyal and efficient sales personnel. A facility for meeting people also is important.

A married man with a family, who is between 30 and 40 years old and seeking a permanent, congenial connection in which he can grow, will find this a most attractive opportunity.

A salary of \$5,000 plus a substantial bonus is offered. The position will be open between August 15 and September 15, when District Sales Offices will be established in this and five other important centers.

For a personal interview write a letter stating fully your qualifications.

Krippendorf-Holley Film Libraries

*206 Mercantile Library Bldg.,
Cincinnati, Ohio*

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1838 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building GHO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line. Minimum order \$2.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, News Editor

EDITORIAL STAFF:

Roland Cole E. B. Weiss
C. B. Larrabee Bernard A. Grimes

Chicago: G. A. Nichols

D. M. Hubbard

London: Thomas Russell

NEW YORK, JUNE 21, 1923

Clubbing Retailers into Line

Just so long as the human race is not perfect, power will always be abused by a certain few. Like the boy with a toy saw who immediately proceeds to show his workmanlike ability on the library furniture, so the grown-up individual frequently misuses forces which he possesses.

It is this acknowledged weakness of the human race which very largely accounts for the complaint occasionally heard from retail sources concerning the high-handedness of national advertisers. Only a few weeks ago an organized protest in this connection came to our attention. The complaint was registered by the Arkansas Retail Clothiers Association through Gilbert J. Blass, head of the Gus Blass Company of Little Rock, Ark., a director in the national organization of clothiers.

Mr. Blass expressed the opinion that very frequently manufacturers of nationally advertised merchandise used the popularity, consumer demand, or consumer acceptance, call it what you will, of their brands as a big club with which to compel retailers to act contrary to the merchant's wishes. He admitted that the agency for a nationally known line is a valuable sales advantage for any store, but warned that dependence on these goods was likely to place the retailer in an unfavorable position.

Obviously, Mr. Blass has overdrawn the picture. Most assuredly it is not so forbidding as he has pictured it. The vast majority of manufacturers are not in the habit of clubbing retailers into line, using their advertising as a big stick. Lasting businesses are not built that way, and manufacturers who have been successful in building sizable organizations are keen enough to understand that it is just as dangerous to antagonize the retailer as it would be to embitter their own sales organization.

National advertising does not remove the stamp of individuality from a store. Wallach Brothers of New York have managed to erect for themselves a marked personality even though they do handle Hart Schaffner & Marx clothes. And that is merely one instance of thousands.

Nor does a manufacturer who has won the consumer to his merchandise immediately proceed to dictate terms to his retail distributors. In the first place, an established retail account is a valuable item on any company's books. No sane manufacturer will throw it away with reckless abandon. Also, as we mentioned previously, most manufacturers appreciate the importance of dealer good-will. They know that news of unfair dealings spreads with lightning rapidity. One dealer tells another and the unethical manufacturer soon finds all retail doors, except the undesirable ones, closed to him.

We are of the opinion that Mr. Blass has been the unfortunate sufferer of an isolated instance.

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We also believe he has allowed this one case of unfairness to warp his judgment.

A Wise Choice for the London Convention

A desire to make the Associated Advertising Clubs of the World truly international moved the members of that association to decide on London as the 1924 convention city.

The very fact that the meeting will be in a foreign country—and the well warranted assumption that the British have much to offer from their storehouse of world-selling experience—assure a convention that will have international flavor and importance. The British will deliver. But to depend upon the British to give the organization the true stamp of internationalism is not playing fair with them.

American help and American inspiration are necessary. Such help must be organized, and must take to the British convention men of importance and ability in American advertising and selling.

The Atlantic City convention had scarcely passed into history before the officials of the Associated Clubs recognized this need. In acting on it they must have had in mind the fact that the co-operation that will come from Americans depended upon their choice of the person who would be in charge of America's participation in the London convention. A wise selection has been made in the naming of Edwin T. Meredith as chairman of the "On-to-London Committee of the Associated Advertising Clubs of the World," as related elsewhere in this issue.

In Mr. Meredith, Americans will go to London under the leadership of one who knows not only advertising, selling and publishing, but also government and statesmanship.

Then in addition to all this: he knows the Associated Advertising Clubs of the World. He knows it from active work for it, and through his experience as president.

With all of these qualifications

it is certain that Mr. Meredith will deliver from America the best that America has and in such manner and spirit that the convention will be truly recorded as a worth-while and genuine international exchange of world selling ideas.

Associations and Trade- Paper Advertising

Members of trade associations combined for the purpose of advertising the product and standing of their industry, are finding it more and more profitable to include in their plans continuous advertising to the trade.

It is often assumed that the purpose of association advertising is only to sell the big idea, leaving to the association's constituent members the job of advertising for actual business. Even with this supposition the necessity of advertising to the trade is important. For the idea must be sold to the trade over and apart from the individual advertiser's effort.

Randolph Branner, campaign manager of the Davenport Bed Makers of America, in describing their campaign said, "Not one step was taken, not one feature was planned in connection with the national consumer advertising of the Davenport Beds that did not contemplate simultaneously a campaign of information to the retail furniture trade. For, after all, the ultimate purchasers, whom the national advertising reaches, must eventually have personal contact with the retailer and it behooves the association to see that the retailer is informed and prepared to represent properly the association campaign and all that it stands for."

In the advertising of this association and others to the trade the messages in business papers deal not so much in what the association is going to do, but with what the retailer is going to do if he is a live merchant. Such advertising is designed to assist the merchant in finding new possibilities in his own town, to localize the sales appeal and to keep the

retailer with his window displays, local advertising and demonstrations on the spot.

But there is another good reason for a continuous and informative advertising campaign to the trade which is sometimes overlooked. Such advertising establishes close and friendly contact with the live sales people in a store, the kind who are preparing themselves for the job ahead by a study of everything helpful. These people are the successful merchants of tomorrow. The industry which reaches them at a formative period is building future friendliness for itself.

No Appropriation Is Too Small

The publication of the article, "The Humble Beginnings of Our Great Advertisers" in *Printers' Ink Monthly* has brought us several letters from manufacturers who have been advertising in a small way, but who are not satisfied with the results obtained. These men want to know why they have not achieved greater success. "If several of the country's outstanding advertisers started with an original appropriation of less than a thousand dollars and made it pay handsomely, why cannot we do likewise?" they ask.

So far as we are able to judge on the insufficient data furnished, all of these advertisers have made the mistake of spreading out their appropriations too thin. They tried to accomplish too much with the small appropriation available. They tried to make a hundred dollars do a thousand dollars' worth of work.

Jesse H. Neal, executive secretary of the Associated Business Papers, Inc., in speaking before the Industrial Advertisers Association at the Atlantic City convention, had something to say on this subject which is worth recording here. He declared: "If a ton of fertilizer per given area of soil is needed, I fail to see any gain in using only half a ton. The man who tried this method of saving quite likely would be disappointed in the yield, and the next

time would cut it down to one-quarter of a ton. In the end he would loudly proclaim that fertilizer is no good anyway, and cut it out altogether. Thereafter the farms around him might double their production with fertilizer, but this man would no doubt run true to form and declare 'my farm is different, I've tried the stuff and I know.'

"In a new enterprise, a relatively small appropriation may be necessary, but the wise man does not expect this to influence all prospects any more than he expects his lone salesman to cover all of North America. A limited objective is established with a full realization of its limitations, and enough advertising and sales energy is used to reach it."

We like that fertilizer comparison. It makes clear the point of this editorial. If you take a few ounces of fertilizer and spread it out over an acre, it will do no good. The same quantity, however, if put on a square yard of soil would be fully ample. Even a pinch of fertilizer would be enough for a geranium plant.

It is exactly the same with advertising. If a manufacturer has only a thousand dollars to put into advertising, he should concentrate that amount in a market or in mediums where it will be enough to make a recognizable impression. It is ample for some specific purpose. It will not do good work if it is scattered here, there and everywhere. Even if a manufacturer has only ten dollars to put into advertising, it is conceivable that it can be placed where it will be resultful. There is no such thing as an appropriation that is too small. It is not too small if it is concentrated on a job to which it bears a rightful proportion.

Receipts Demanded for All Special Delivery Mail

All mail bearing special delivery stamps will require personal receipts according to a ruling of the Postal Department which becomes effective July 1. This rule has been adopted in an effort to reduce to a minimum the losses occasioned by theft.

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Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

NOTE: We are now ready to
begin study and plans for one
(and only one) additional ac-
count. We say "only one" be-
cause it is the policy of this agency
to undertake the initial study
and development of service on
only one new account at a time.

"NOT HOW MUCH, BUT HOW WELL"

The following individuals of Huyler's are readers of either PRINTERS' INK or PRINTERS' INK MONTHLY, or both, as indicated:*

NAME	TITLE	WEEKLY	MONTHLY
F. DeK. Huyler	<i>President</i>	Yes	Yes
C. D. Huyler	<i>Secretary-Treasurer</i>	"	"
Chas. E. Dorrell	<i>Sales Manager</i>	"	"
L. H. Jenkins	<i>General Manager</i> <i>(Retail Stores)</i>	"	"

* Information furnished by Huyler's.

Barrows & Richardson individuals who are readers of Printers' Ink or Printers' Ink Monthly, or both, as indicated:*

NAME	TITLE	WEEKLY	MONTHLY
R. L. Barrows	<i>Partner</i>	Yes	Yes
W. M. Richardson	"	"	"
H. L. Whittemore	"	"	"
E. V. Alley	"	"	"
A. H. Samuels	"	"	"
S. A. Diefendorf	<i>Account Executive</i>	"	"
L. H. Washburn	"	"	"
G. W. B. Hartwell	<i>Copy Department</i>	"	"
H. K. Sayen	"	"	"
J. H. Fernald	"	"	"
C. T. Townsend	"	"	"
P. Stevenson	"	"	"
H. M. Billerbeck	<i>Space Buyer</i>	"	"
A. J. Blum	<i>Manager Mechanical</i> <i>Production</i>	"	"

* Information furnished by Barrows & Richardson.

PRINTERS' INK	PRINTERS' INK MONTHLY
<i>A Journal for Advertisers</i>	<i>An Illustrated Magazine of Sales,</i>
Established 1888 by GEORGE P. ROWELL	<i>Marketing and Advertising</i>
June 7th edition	June edition
20,800 copies	15,800 copies

THE PRINTERS' INK PUBLICATIONS

The Little Schoolmaster's Classroom

ONE advertiser at least has discovered that farmers are most interested in statistical advertising; the kind that presents incontrovertible facts, about which there can be no possible question.

The Schoolmaster spent two days of last week high in the Pennsylvania hills, in a community of farm homes. They were representative of their class. Every home had its own favorite farm journal, and we made it a point to discuss advertising with a number of the families. Women, in every case, were as interested in advertising as the heads of the house.

But every time an advertisement gave figures, based on facts, that advertisement struck a popular chord and was given extra consideration. Such facts and figures served their purpose best when they told of things related to farms and farming.

For example: A De Laval farm-journal page was attracting general attention in the community visited by the Schoolmaster. It gave official figures as to the number of milk cows in this country, their approximate worth in dollars and cents, how many men were required to milk them, and the wages in the aggregate. Then it was estimated how much money the farmers of America spent in the milking of cows, each day, each month and finally, how much in a year. The figures were really staggering and it made the farmer think.

He is interested in such matters because rarely has he access to statistics, or, at least, does not avail himself of them. When advertising brings them to his easy attention, he is grateful.

* * *

More and more associations engaged in co-operative campaigns are coming to realize the importance of both acquainting and eslling dealers on the advisability

of tying up with the group publicity. For this purpose, special advertising in the business press is becoming increasingly popular.

One campaign of this sort in particular which caught the Schoolmaster's attention is that of the National Jewelers Publicity Association. This association, like many others, has prepared a series of advertisements for use by retail jewelers. There are six advertisements in the series and naturally the association is desirous of having them inserted in local papers to the widest possible extent. The customary plan of promoting these retail campaigns is a form letter or two to the trade. While this is productive of results, it falls far short of lining up as many merchants as would be the case were a more intensive effort made.

* * *

The National Jewelers Publicity Association is devoting its business-paper copy to the idea of interesting retailers in this local advertising series. The business-paper copy contains the same illustration and border used in the retail advertising series. Dealers are urged to communicate with their local newspapers which have been furnished with proofs of the series. Otherwise, the series may be obtained by writing the association direct.

According to the Schoolmaster's way of thinking this plan of setting aside a portion of the association's appropriation for the purpose of securing the retail trade's endorsement and support is both a vital and profitable policy.

Manufacturers in their individual campaigns follow this same procedure and there is no reason why it should be omitted from the co-operative publicity.

* * *

The Bradley Knitting Company, of Delavan, Wis., has developed

Virility

The J. H. Cross Company is primarily an organization of young men—vigorous in body and mind, impatient of precedent, yet tempered by common sense born of mature experience in advertising and selling. To this organization, an advertising account means more than a copy assignment. It spells Opportunity for real, creative thinking, planning and presentation. Does your advertising reflect the vigor of youth, seasoned by mature experience?

1

*Which of these books shall
we send you?*

How to Judge an Advertising Agency

Points on Merchandising Advertised Products
Through Department Stores

Merchandising Advertised Products
Through Drug Stores

J·H·CROSS^{CO.}

General Advertising Agents

CROSS BUILDING, 15TH & LOCUST STREETS
PHILADELPHIA

Members:

American Association of Advertising Agencies
National Outdoor Advertising Bureau
Audit Bureau of Circulation

EVENING HERALD

Los Angeles, Cal.

Gains 20,347 Daily

Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1923.....166,300 daily
Six Months Ending Sept. 30, 1922.....145,953 daily
Increase in Daily Average Circulation 20,347

It Covers the Field Completely

Representatives:

H. W. Moloney, 604 Times Bldg., New York
G. Logan Payne Co., 401 Tower Bldg.,
6 No. Michigan Ave., Chicago
A. J. Norris Hill, 710 Hearst Bldg.,
San Francisco, Cal.

A Neat Way to Present Plans and Copy Campaigns

Bind them with an

AJAX EYELET FASTENER



Punches hole, feeds and clinches eyelet in one operation.

Securely binds paper, cardboard, cloth or leather. Saves time, and makes a neat binding.

Order from your Stationer or Direct,
MACHINE APPLIANCE CORP.
351-353 Jay St., Dept. P.I. Brooklyn, N. Y.

an interesting variation of the "How to Use" idea, in a booklet recently issued. By "how to use" the Schoolmaster means, of course, such booklets as that issued by a trunk manufacturer, explaining the proper methods of packing a trunk, a booklet published by a hair shampoo maker which teaches care of the hair, etc.

What Bradley has done is to further the sales of its bathing suits, and, incidentally, keep purchasers satisfied, by having a booklet written which is really a course of instruction in swimming. This little book, prepared by Harry Hazelhurst, a well-known swimming instructor, is illustrated with actual photographs. It explains in the clearest language the art of swimming. The book bears the title, "How to Swim" and is furnished without charge on request.

The Schoolmaster has always been favorably disposed toward this type of advertising literature. Booklets that teach candy-making, etiquette, how properly to set a table with silverware, and others of a like nature, although they may advertise the manufacturers' merchandise only indirectly, are generally far more effective sales builders than the printed appeal which employs strongarm methods.

* * *

Over 900 Cornell seniors received this message, signed by two officials of the Lehigh Valley Railroad Company:

GODSPEED TO '23

"The opportunity to congratulate you on having reached the

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE.

LIMITED

TORONTO
Lumsden Bldg.

MONTREAL
275 Craig St.-V.

We Want a Real Sales Manager

WE want a sales manager—not a salesman nor a near sales manager, but a *real* sales manager.

He must be able to prove his ability in building up an efficient selling organization and in keeping it organized. He must know how to hire business-getting salesmen and to supervise and direct their training. A thorough knowledge of how and the ability to sell direct by mail is also a prime requisite.

We are a long established, nationally known institution offering educational training, and our standing is second to none.

The man for this position will know what information we require from him in his first letter, which will be held in strict confidence. All replies opened by an officer of the company. Address "E. K.," Box 265, care of Printers' Ink, Illinois Merchants Bank Building, Chicago, Ill.

ADVERTISING

Competent, industrious workers in this field, who are *trained thoroughly*, find their effort distinctly remunerative.

We offer you the training which will enable you to secure the remuneration mentioned.

Do you want this remuneration? If you do, write now for the free prospectus of this training. Address

Instructor in Advertising,
Bryant & Stratton College, Buffalo, N. Y.

High-Class Complete Service

Manufacturers or Agencies

I've served the largest firms—technical, general, newspaper, magazine, catalogue, sales letters, research, editorial. Any part of your work—mature experience—want it done BETTER?

Advertising—**HALL**—Publicity
93 Columbia St., Albany, N. Y.



—for
More Sales

A billion-dollar market! Kellogg Lists give names and addresses of Chain Store Buying Headquarters, number of stores operated, etc. Write NOW for folder.

KELLOGG PUBLISHING COMPANY
172 Bridge Street Springfield, Mass.

ADVERTISING REFERENCE LIBRARY

300 back issues Printers' Ink, July 26, 1917, to date complete—only seven missing issues.
39 back issues Printers' Ink Monthly, December, 1919, to date, with three copies missing. All in first-class condition for reference, clipping or binding.

What Am I Offered for the Entire Lot?

C. M. ELLIOTT, REID PRESS, LTD.
Hamilton, Ontario

Advertising Salesmen

We need one or two good Advertising Salesmen to cover the East and Middle West. No smart-Alecks or never-wazzers, but men who can sell the biggest and best magazine project in its field today. The opportunities are boundless. Address R. Z. B., Box 267, Printers' Ink.

SCHWARTZ INSTANT TYPESETTING CHARTS

Copyright 1923 by Michael W. Schwartz

50 cents each size chart—from 5-pt. to 36-pt. When ordering state whether solid, 1-pt., 2-pt., 4-pt., or 6-pt. leaded, and what size chart.

TABLES showing how many words and what size type will go in any amount of space in an instant without figuring. Complete set of Charts, Tables, Rules, Borders and Binder, **\$1**.

Absolute Satisfaction Guaranteed

80 MAIDEN LANE • NEW YORK CITY

end of your journey here is one of the pleasantest we could have. If not quite with the intimacy of a fellow student, then with all the intimacy of friend, we bid you Godspeed.

"For the patronage with which you have favored us, our deepest thanks. We have genuinely appreciated it. May you in turn be generously rewarded for your labors at Cornell."

The Schoolmaster believes that such good-will advertising has a definite value. There are a number of different industries that could find a profitable field among the graduates of our schools and colleges. These men are going out to exert a certain influence and as the years go on that influence will be felt with increasing force. The Lehigh Valley is seizing the opportunity of getting some of that influence behind solving its problems.

* * *

Do dealers really appreciate the amount of money manufacturers are investing for the purpose of tying up their stores directly with the national campaign and aiding them in other ways to build business on advertised merchandise?

The Schoolmaster believes that question calls for a negative answer more frequently than otherwise. The average merchant receives such a vast quantity of dealer help that it is only natural his opinion concerning its value should drop appreciably.

For the purpose of acquainting retailers with the cost of dealer helps the United States Rubber Company is advertising in business papers: "Will you accept \$20.80 worth of advertising for your shop?" The copy continues: "That is what Good Shoe Repairing, our illustrated weekly news service, would cost you a year if you supplied it yourself. But to those who qualify we will send this service free of charge."

In this fashion the company succeeds in impressing dealers with the fact that the material, to be had for the asking, costs real money. Once this is done there is more likelihood of the dealer helps being used effectively.

Heads Los Angeles Advertising Club

A. Carman Smith, of Smith & Ferris, advertising agency, has been elected president of the Advertising Club of Los Angeles. He succeeds Arthur Loomis. Ross Welch was elected first vice-president, Irving R. Smith, second vice-president and Glen Duncan, secretary-treasurer. L. Fegans, W. A. Holt and G. Fa Fon were elected directors.

Jersey Biscuit Company Plans to Advertise Fig Bars

The Jersey Biscuit Company, Newark, N. J., plans to conduct an advertising campaign on its Jersey Fig Bars. This campaign will be directed by the Thresher Service Advertising, New York.

H. G. Kebel has been appointed advertising manager of the Jersey Biscuit Company.

Thomas Cusack Company Transfers A. J. Stocker

Albert J. Stocker, for several months past with the Cleveland sales staff of the Thomas Cusack Company, has been transferred to the New York office of that organization. Mr. Stocker was formerly Middle Western manager at Cleveland of *Motor Life* and "The Automobile Blue Books," published at Chicago.

Notion Manufacturers to Organize

Executives from eleven manufacturing companies representing leading branches of the notion industry met at New York recently for the purpose of forming an association. Joseph Baer, president, National Trading Company, Chicago, presided. A committee was appointed to complete the work of organization.

Has Hammond Typewriter Account

The Hammond Typewriter Corporation of New York, manufacturer of the Hammond Multiplex Typewriter, has placed its advertising with Louis Frohman, advertising, New York. General periodicals and business papers will be used.

Wichita, Kan., Agency Augments Staff

The Central Advertisers' Agency, Wichita, Kan., has added to its staff Kenneth H. Constant and Paulen E. Burke.

LUMBERMEN

offer power plant equipment and mill accessory firms; building material and truck manufacturers a big sales field. For surveys ask

American Lumberman

Est. 1873

CHICAGO

PETROLEUM AGE

Old and influential. Covers effectively, twice a month, those who purchase oil-producing, refining and marketing equipment.

Headquarters:

28 E. Jackson Blvd., Chicago
Eastern Office: 56 W. 54th St., New York City
Member A. B. C.

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field. Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

Proprietary Medicine

Manufacturers large and small all read and rely on the trade paper of their industry.

"Standard Remedies"

(440 South Dearborn, Chicago)

GOOD MAILING LISTS

Comprising Florida Citrus Fruit Growers, Farmers and Growers of all kinds of Vegetables, Poultry, etc., Georgia, Alabama, Tennessee, North and South Carolina, Farmers, Fruit and Vegetable Growers, Poultry, etc. These are all profitable mailing lists, typewritten on bond paper, \$7.50 per thousand names.

M. J. Sligh

ADVERTISING SERVICE

414 Masonic Bldg., Jacksonville, Fla.



Howell Cuts

for houseorgans
direct mail and
ask for proofs other advertising

Charles E. Howell • Fisk Building • New York

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

ASK FOR 25th ANNIVERSARY Harris-Dibble Company Bulletin of Publishing Properties, 297 Madison Avenue, New York.

WANTED

COPY OF ROWELL'S BOOK—"FORTY YEARS AN ADVERTISING AGENT." ADDRESS BOX 308, CARE OF PRINTERS' INK.

STUDIO SPACE FOR COMMERCIAL ARTIST OR ILLUSTRATOR; north light; Fifth Avenue near 42nd St.; low rent to right party Apply Box 315, Printers' Ink.

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

WANTED TO BUY
SECOND-HAND CUT CABINET OR COMBINATION CUT AND DRAWING CABINET. ADDRESS BOX 303, PRINTERS' INK.

FOR SALE
HORTICULTURAL MONTHLY. TWO YEARS OLD. WELL RECEIVED. 75,000. COVERS EXCLUSIVE FIELD. CIRCULATION POSSIBILITIES GREAT. CAN BE MADE A SPLENDID MONEY MAKER. ADDRESS HORTICULTURE, BOX 998, CARE OF PRINTERS' INK.

FOR SALE—Babcock Optimus printing press, single color, bed size 42x62, complete with motor and starting box. First-class condition. J. B. Singer Co., 396 South Second St., Brooklyn, N. Y.

PERIODICALS, HOUSE ORGANS, CATALOGS, etc.—First-class work; A1 service; prices reasonable. Doing printing of this nature but can take on more. City advantages, country prices. 67 miles from New York. Stryker Press, Washington, N. J. Phone 100.

ADVERTISING AGENCY FOR SALE

Complete recognition, finely equipped, wonderfully located. Several accounts. Owner going abroad to live. For sale to responsible parties only. Price \$20,000.

Box 307, c/o Printers' Ink.

HELP WANTED

Advertising and business manager wanted on well-established trade association magazine in the East. Will have opportunity to develop an extensive field. State age, qualifications and compensation, salary or both. Box 304, P. I.

Commercial Artist Wanted—Agency has opening for a very good all-around commercial artist with ideas. Part-time or piece-work basis, with deskroom. Submit samples of work. Redfield, Fisher and Wallace, 105 West 40th Street, New York.

PHOTO RETOUCHER—Experienced man. Must have practical engraving house or commercial art studio training. Opening offers steady employment and interesting variety of work. Write, stating salary, married or single. Art-Ad Studio, 201-2-3 Bird Bldg., Mansfield, Ohio.

PHOTO-ENGRAVING SALESMAN

WE HAVE A POSITION OPEN
ON OUR SALES FORCE
THE GILL ENGRAVING COMPANY

WANTED—SALES-EXECUTIVE AND CORRESPONDENT

A well-known manufacturing firm, located eighty miles from New York City, has opening for an experienced sales executive and correspondent. This is an executive position with excellent opportunities and applicant must have necessary experience. Mention age, experience and salary desired. Box 999, Printers' Ink.

CLASSIFIED ADVERTISING MANAGER wanted for Daily Newspaper in Oklahoma; one who has had considerable experience. Must be a good executive and know how to get business. Excellent opportunity for high-class man. References required. Write, stating your qualifications and salary wanted. Address Box 309, Printers' Ink.

LITHO ARTIST

Experienced on zinc for Cut-outs, Window Displays and Outdoor Signs. Steady position. New factory. Top wages.

THE JOHN IGELSTROEM COMPANY

Massillon, Ohio

First-Class Layout and Figure Artist. Able to make finished drawings in wash, ink and color. State experience and be prepared to submit samples. Largest house of its kind in the world. Address: Homer Nelson, Art Department, Brown & Bigelow, Quality Park, St. Paul, Minn.

ADVERTISING AGENT wants assistant for all-round work; stenography, checking, taking advertisements, etc.; an opportunity for a courteous, ambitious lad; small salary to start until ability is proven; write fully, stating experience, religion and salary desired. Box 302, Printers' Ink.

SALES PROMOTION MANAGER
There is an opening in our organization for an ambitious young man who is willing to accept a small salary at the start, and to win advancement through intelligent persistent effort.

We would rather have a man of ability and capacity, who possesses little or no practical experience, than one who feels that he has little more to learn.

This position offers to recent college graduates an opportunity for a permanent connection with perhaps the fastest-growing concern in its industry.

Apply by letter, stating age, training and salary expected.

WHITING & COOK, INC.
Holyoke, Mass.

POSITIONS WANTED

Secretary to Advertising Executive—Young lady, 26. Several years' Secretarial Experience. Expert stenographer. Can write copy. Good educational background. Box 318, Printers' Ink.

AVAILABLE

New York Representative for a business magazine, with successful selling record covering 14 years. Finest references. Address Box 312, Printers' Ink.

COPY CHIEF big New York agencies 8 years. Experienced by national campaigns, trade papers, house-organs, direct mail. Skilful plan man. Successful results. Box 313, Printers' Ink.

ARTIST now with direct-mail house does free-lance work in extra time. Finished work, layouts, dummies or ideas. A varied style in pen, wash or oil. Charges moderate. Box 301, Printers' Ink.

AGENCY MAN—Christian, 37 years of age, experienced space, billing, research, statistics, desires change. New York agency or manufacturer. Excellent record. Salary open. Box 306, P. I.

COPY WRITER

Seasoned copy writer who thoroughly knows trucks, automobiles and tires, desires connection with established New York agency on copy staff. Box 317, Printers' Ink.

Have been selling advertising ever since I put my high-school magazine and year-book on paying basis. University graduate. Can write and copy. Twenty-three years old. Now soliciting on small trade paper. Want opportunity on trade paper or in publishing concern. Box 300, Printers' Ink.

WE CONNECT THE WIRES

SALES PROMOTION MANAGER who has scored success with important magazines and printing concerns, seeks new opportunity. Has planned campaigns and written direct advertising copy covering wide range. "Has quick grasp of ideas, ability to state a case well, unusual judgment and sense." Has been earning \$8,000, which indicates his caliber. Mention our No. 3427-B.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

LIVE-WIRE SALESMAN wants selling proposition having California territory. Theodore Flato, 57 Brighton Avenue, Boston.

MARKET ANALYST—College graduate, 30, with experience in market analysis for largest department stores and newspapers of N. Y. City, now available for permanent connection with advertising agency, manufacturer or publisher. Box 314, P. I.

Classified Advertising

I can build up your Classified Advertising Department. Twenty years' experience. Salary or commission. Box 1000, Printers' Ink.

A FACT-GETTER

Analytical and imaginative copy writer. Young man. College training. Two years sales, 8 months agency experience. Box 311, P. I.

Editors—Have you opening for young man, 26, educated, one year writing and one year publishing experience? Will give unlimited industry and unusual loyalty for opportunity to develop under supervising eye; modest salary. At present with trade journal. Address Box 305, Printers' Ink.

ADVERTISERS' ASSISTANT—I know of a young fellow finishing high-school who would make some advertising man a valuable assistant. He is an American, well-read, writes clearly, speaks good English, and has a good appearance. His natural abilities and interest for the work make him particularly fit for the advertising business. If interested write Box 319, Printers' Ink.

SOMEWHERE BETWEEN PITTSBURGH AND CHICAGO

there is a growing advertiser who needs an assistant to write copy, prepare layouts, handle correspondence or run a house-organ. Outline the job with salary, and by return will come the story of my three years' departmental experience. I am 26, unmarried, and a college graduate. Employed, but available about July 1. Box 310, Printers' Ink.

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What Your Friend Tells You You Believe



All mediums concede first place to word-of-mouth publicity. Nothing can surpass its influence. The degree to which folks talk about you and your product is the degree to which you can expect success.

It may be conversation over the counter of the dealer's store, or over the dinner table at home. It may be in the smoking compartment of a railroad pullman or between the acts at the latest musical show.

Where it is doesn't make any difference. If what is said is favorable, then *that* is advertising plus.

Perhaps you have noted how Outdoor Advertising provokes such comment and discussion.

This may be because of its impressive size, its color effect or the way it lends itself to the characteristics and peculiarities of any product.

That it provokes the right kind of comment is manifested in its use by several hundreds of national advertisers.



*Branches in 46 Cities Operating in or
Representing 8,500 Cities and Towns*

CHICAGO

Harrison, Loomis &
Congress Sts.

NEW YORK

Broadway, Fifth Ave.
at 25th Street

Inexhaustible Responsiveness

Letters written by readers to editors of various departments of The Chicago Tribune indicate the steadily increasing power of this medium. In Tribune subscribers there awaits advertisers a market they can never work out.

Note the steady annual increases shown in the following tabulation. Note, also, that the department which receives by far the most mail is Clotilde which offers nothing free, but which sells patterns at 10 cents each.

Letters Received Annually By Ten Departments of The Chicago Tribune

	1918	1919	1920	1921	1922
Voice of the People	2,690	2,996	5,655	6,597	10,607
Investor's Guide	10,627	19,383	20,104	18,452	16,185
Friend of the People	4,000	5,831	8,570	15,249	16,199
Sporting Editor	1,674	3,001	3,434	11,720	17,335
Antoinette Donnelly (Beauty)	8,994	8,930	9,088	14,377	19,413
Sally Joy Brown (Friend in Need)	8,462	17,212	13,484	14,519	19,470
Dr. Evans (Health)	13,798	16,464	18,402	23,096	24,380
Line o' Type or Two (Humor)	17,548	22,565	25,000	19,667	29,202
Auntee Bee (Sayings of Children)	29,371	31,364	31,103	33,865	32,171
Clotilde Patterns (10c. each)	44,290	55,658	86,295	127,304	119,620
TOTAL - - -	141,454	183,404	221,135	284,846	304,582

The above is only a partial list of Tribune departments. More than a million letters were received by The Tribune from readers during 1922.

IN ADDITION—more than *three million* letters were received by The Tribune to be turned over to want advertisers who used Tribune box numbers in their ads. No wonder that The Tribune prints far more want advertising than all the other Chicago papers combined. No wonder that display advertisers use big space in The Tribune year after year with increasing rather than decreasing returns.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Ave.
New York City

Tribune Bldg.
Chicago

Haas Bldg.
Los Angeles

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXIII, No. 13 NEW YORK, JUNE 28, 1923

10c A COPY



B. A. T. S. 1924 with
N. W. Ayer & Son

*"Whenas in silks
my Julia goes,
Then, then, me-
thinks, how
sweetly flows,
The liquefaction
of her clothes."*

HERRICK

WHETHER you believe, as some psychologists do, that woman dresses to be seen by other women; or, what is more common, that she dresses to be admired of man—there is no gainsaying her desire for all sorts of "pretty somethings" of silk. The eternal feminine and the products of Mohawk Glove Corporation, New York, are, beyond doubt, as infallibly attracted to each other as the magnet and the steel.

Our pleasant duty is but to heighten this natural proclivity by switching on the current of advertising. In daintiness of layout and fetchingness of copy, our work agrees to a nicety with the exquisite beauty of Mohawk gloves, hosiery and underwear.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO



The Standard Farm Papers

A FARM paper is just as strong as its editorial service . . . but no stronger.

That is why Standard Farm Papers never attempt to cover more territory than they can serve well.

Their great success is founded upon the tenet of serving a state section or class where similar conditions prevail—but doing their stint fully and thoroughly.

We believe that is why our readers are successful and why they stick by us.

Superficial editorial treatment lends only superficial value to the advertising columns.

As a Unit, Standard Farm Papers circulate far and wide, but each one exerts an intensive and commanding force in its own particular field.

Standard Farm Papers combined, present to advertisers, an organized harmonious teamwork of intensive advertising influence in

Two Million Leading Farm Homes

Prairie Farmer, Chicago
Established 1841

The Breeder's Gazette
Established 1881

Hoard's Dairyman
Established 1870

The Nebraska Farmer
Established 1859

Wallaces' Farmer
Established 1895

The Wisconsin Agriculturist
Established 1877

Western Representatives:

STANDARD FARM PAPERS, INC.
Wallace C. Richardson, Mgr.
1100 Transportation Bldg.
Chicago

The Farmer, St. Paul
Established 1882

The American Agriculturist
Established 1842

The Farmer's Wife
Established 1900

Progressive Farmer
Established 1886

Birmingham, Raleigh,
Memphis, Dallas

Pacific Rural Press
Established 1870

Eastern Representatives:

WALLACE C. RICHARDSON, INC.
95 Madison Ave.
New York City

All Standard Farm Papers are members of the Audit Bureau of Circulations



PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXIII

NEW YORK, JUNE 28, 1923

No. 13

The Eversharp Quota System That Sells the Entire Line

How Wahl Company Keeps Salesmen from Concentrating on Favored Items

By A. G. Frost

General Sales Manager, The Wahl Company

DURING the slump that followed the period of easy selling after the war, numerous manufacturers redesigned their products to meet new conditions and to create, if possible, a new appeal to the buyer. The Wahl Company, with its varied line of Eversharp pencils and Wahl fountain pens, was among this group. Our effort centred in fountain pens. And what we learned from it caused us to remake our salesmen's quota system as applied to our entire line.

The rubber fountain pen part of our business was susceptible to the greatest development because, relatively speaking, we had paid little attention to it. Our main reliance right along had been upon our Eversharp pencils, lead and miscellaneous articles. The fountain pen had been acquired from another manufacturer, but little was done with it because of the great volume of our other business. But when sales began to lag we saw in the fountain pen an opportunity to bring up our gross. Out of the \$10,000,000 or so of the country's fountain pen sales we were getting only an infinitesimal percentage. I am ashamed to say here how small it was.

The reason was not hard to find. A fountain pen is, after all, merely a fountain pen. The features of the patents that have expired are available to any

manufacturer who wants them. Moreover, at that time there was practically no difference in the eye appeal of the various pens, all being fashioned on the same conventional design. This being so, it was only natural that people should buy other well-known makes of rubber fountain pens in preference to ours. They all looked more or less the same and the others had the advantage of long-continued efforts in advertising.

We rebuilt our pen. Among other improved features we made it more pleasing to the eye. The barrel was made smaller and of the same engine-turned design as our metal pens. The changes, in short, gave our rubber pen an individuality that caused it to stand out and made it sell readily—which is the very reason we had to revise our quota plan.

Our salesmen eagerly accepted the new pen as something that would have a minimum sales resistance. They needed it. Their market, like most other markets at the time, was jaded and tired. That the innovation was a remarkable success is shown by our selling \$1,000,000 worth in this one line during the first year.

But this very condition had an unfavorable influence on other items in our line. Salesmen, finding the new pen line attractive to dealers, concentrated upon it and ignored some of the other goods



Advertising that tells a big, human story

Seldom does an advertiser have a story so striking, so appealing, so vital, as the Zonite Story. To this story there are just two links. *First:* the Carrel-Dakin solution was probably the greatest human triumph of the Great War. *Second:* Zonite is the concentrated, stabilized form of the Carrel-Dakin solution—now available for home use.

No wonder the Zonite advertising does not need chiseling, moulding nor artificial spot-lighting. Happy is the copy that is inherent in the product! And seldom does consumer response equal the Zonite record—spontaneous buying in every city where newspaper copy has appeared—capacity production for the Zonite Products Co.

THE H. K. McCANN COMPANY
Advertising

NEW YORK CLEVELAND DENVER SAN FRANCISCO
LOS ANGELES TORONTO MONTREAL

Guaranteed circulation on the right, and a guaranteed flat rate on the left, form the angles of a perfectly square transaction.

In Brooklyn these guarantees are given by the Standard Union.

R. G. R. Hunsiman

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

Advertising That Links Up with Other Firms' Trade Characters

The Fortune Gas Range Cashes in on the Advertising of Armour, Cream of Wheat, Campbell's Soup and Other Nationally Advertised Food Products

By W. B. Edwards

IT is common practice for manufacturers in the industrial field to enhance the value of their copy by legitimately trading on the reputation of national advertisers. This is really nothing more than a variation of the testimonial idea. The Lamson Company, of Boston, manufacturer of the Lamson Gravity Conveyor, makes use of the plan at frequent intervals. At one time the Lamson conveyor was hitched to the advertising of Bevo, Stetson and several additional nationally known products. The advertisements, which appeared in industrial publications, showed an enlarged Stetson hat, or whatever the item happened to be, riding upon a Lamson conveyor.

Among general advertisers the idea has not been employed with marked frequency. That it has possibilities, though, is illustrated by the current campaign of the Abram Cox Stove Company, of Philadelphia. In this advertising the trade characters of seven food-product makers are utilized. They are the Armour and Cream of Wheat darkies, Aunt Jemima, the Campbell Kids, the Sun-Maid Raisin girl and the well-known Quaker of Quaker Oats.

Of course permission was secured before any use was made of these characters. The procedure followed was to prepare a rough layout of the contemplated copy. This was submitted to the manufacturer whose trade character it was desired to employ, with a brief explanation of the company's purpose. Approval was gladly accorded by all the advertisers approached.

The campaign is planned to run the first five days of every week,

starting early in May and continuing until October, in four Philadelphia newspapers. The schedule is so arranged that insertions will appear in at least one



*Save the Baker girl, if you want to bake
A really delicious
chocolate cake.
That FORTUNE cook,
cannot be beat,
For it gives a
perfectly even heat!*

*Get the Goodies,
Cook the Goodies.*

**FORTUNE
GAS RANGE**

The Baker's Chocolate Girl is America's oldest trade-mark—and the Fortune is Philadelphia's oldest gas range. First on the market 25 years ago, it is still years ahead of others in improvements and shrewd advertising.

What other ranges bake so evenly or heat up so quickly as the Fortune? The even is the test of a gas range—this is one reason why the Fortune is so widely chosen. Equipped with glass door and thermometer vision window.

Safety and beautiful appearance are other very important reasons—the Fortune makes your kitchen cool and airy.

When inspecting a new home, look to see if it has a Fortune Gas Range. If so it is a good indication of the quality of the house throughout.

Write to correspond with advertisements of Fortune Gas Ranges. The Baker's Chocolate Girl is the Fortune's trade-mark.

ABRAM COX STOVE COMPANY

PHILADELPHIA, PA.

THE BAKER CHOCOLATE TRADE-MARK
BROUGHT INTO ACTION TO
SELL GAS RANGES

paper each day. On some days copy will be run in one paper in the morning and in another in the afternoon. The space will average 360 lines—usually 120 lines over three columns. Before the campaign was started the company's salesmen were called together and the advertising outlined to them. They were furnished with reprints of the copy and then sent out among their customers with instructions to secure dealer co-operation. In this connection a special offer was made to 3,000 dealers in metropolitan Philadelphia. These merchants were

After
July 9th

15th floor

247 Park Ave.

New York



New York's Advertising Center. Nine years ago when the Joseph Richards Company pioneered up Fifth Avenue to 40th Street, the Grand Central zone was an advertising wilderness. Today, it is Advertising Center. Under the roof of the new Park-Lexington Building—in addition to ourselves—are to be found 4A's Headquarters; Calkins and Holden; Cecil, Barretto & Cecil; Evans and Barnhill, and the Frank Presbrey Co. From our windows we can see across the way the new offices of Barton, Durstine & Osborn and the George Batten Co.

IN three years our business has doubled . . . Our staff has doubled . . . So, now, we double the size of our offices the better to serve these clients:

American Saw Mill Machinery Co.
F. Berg & Co.
P. Centemeri & Co.
Gould Storage Battery Co.
Health Products Corp.
Kaumagraph Co.
Library Bureau
Manhattan Electrical Supply Co.
Millard Hats, Inc.

Nairn Linoleum Company
Parsons Paper Company
Patchogue-Plymouth Mills
Frank M. Prindle & Co.
Public Service Cup Co.
Richard E. Thibaut, Inc.
Tide Water Oil Sales Corp.
Tiffany & Co.
J. B. Williams Company

JOSEPH RICHARDS CO., INC.
Est. 1874

NINE EAST FORTIETH ST., NEW YORK

After July 9th, 247 Park Ave., New York

"Facts First — then Advertising"
RICHARDS

given the opportunity of purchasing sample gas ranges for display in their windows. The plan met with quick approval and results have been beyond the company's expectation. In addition, the salesmen are now calling on the dealers personally and have shown some remarkable sales as a result of continually selling the advertising campaign as a sales producer. In one case, a salesman for the Abram Cox Stove Company called upon a dealer who had steadily refused to purchase and who was handling another line of gas ranges. With the aid of the advertising the salesman was enabled to interest him to the extent of securing a first order which amounted to a little over a thousand dollars.

The upper portion of the copy contains a reproduction of one of the seven trade characters previously mentioned. To the right of the character is a picture of the Fortune Gas Range, and to the left a few lines of poetry tying up the two. Here is the way Armour's Star Ham and the Fortune Gas Range are made to work in unison. There is an illustration of the genial Armour dorky, who is quoted as saying:

De Ham what am and de Range what
am,
Now dat's some combination!
And de way dat Fortune roasts and
bakes
Helps dis ham's reputation.

De mos' delicious dish I know
To tickle you' palate silly
Is dis yeah ham from Chi-ca-go
Cooked on dis range from Philly.

The Quaker man gives this bit
of advice:

Eat Quaker Oats each morn and night,
And health will be thy portion,
And if thou would'st have things cooked
right,
Go buy thy wife a FORTUNE!

Aunt Jemima arrives in town
with the following skit:

I'se in town, Honey, and I'se got a
Fortune,
It bakes mah pancakes wid no fear
o' scorchin'
No powah on earth could git me to
change
From de wond'ful vantage o' dis gas
range.

Below the illustrations the words "Fortune Gas Range" appear in large size type. The purpose is to prevent the copy being mistaken for that of the owner of the trade character illustrated. Underneath the logotype is the main body of the copy, which dwells on the special features and desirable qualities of the Fortune Gas Range.

If the advertising is successful, and there is every sign that it will be, the company may extend it beyond this year. The various lines it manufactures would make it possible to include other national advertisers, as a variety of the materials entering into the goods made are bought from national advertisers.

Lord & Thomas Have Trade-Marked Pants Account

Shauer Brothers, Los Angeles, manufacturers of Angeles Brand khaki pants, have appointed the Los Angeles office of Lord & Thomas to conduct a trial advertising campaign on the product mentioned. A substantial business has been developed by this company on the Pacific Coast on khaki pants for outing and sport wear.

A newspaper campaign covering the Pacific Coast is contemplated later.

I. N. Jelalian Joins O'Connell-Ingalls

Ira Newton Jelalian has joined the staff of the O'Connell-Ingalls Advertising Agency, Boston, as head of the plans and copy department and director of production. He was formerly production manager of the Wood, Putnam & Wood Company, Inc., Boston advertising agency. Mr. Jelalian was recently elected president of the Artists-Designers League, Inc., of New England.

Glassware Accounts for Bissell & Land

The advertising accounts of the Jefferson Company, manufacturer of glass lamps, and the Jefferson Glass Company, manufacturer of decorative and miscellaneous glassware, both of Follansbee, W. Va., have been placed with Bissell & Land, Inc., Pittsburgh advertising agency.

Edgar D. Shaw, Publisher, Boston "Advertiser"

Edgar D. Shaw has been appointed publisher of the Boston *Advertiser*. He was recently with the Chicago *Herald* and *Examiner* as the personal representative of William Randolph Hearst.

Interested in rates?

The judicial fairness which, in its comprehensive news columns and its scholarly editorials, has made the Boston Evening Transcript the trusted counsellor of its readers, extends to its rate-making policy and finds expression in this sound principle;—

THE SAME RATE to the national and the local advertiser

No unwarranted differential placed on the national advertiser helps to subsidize the local advertiser in the

Boston Evening Transcript

National Advertising Representative

CHARLES H. EDDY CO.

Chicago New York Boston

Dental Society Plans Educational Campaign

At the forty-third annual convention of the Dental Alumni Society of the University of Pennsylvania, held at Philadelphia, plans were set in motion looking to an educational campaign to prevent the spread of disease by keeping the mouth clean. Rapid strides have already been made by the dentists to raise a fund of \$10,000 to be used in teaching the public generally and especially the school children the importance of mouth hygiene. A second stage of the program will be the establishment of four clinics to keep strict supervision of the teeth of all children.

"Field & Stream" Appoints Eastern Representatives

George L. Alpers will become associated with Irving Myers as Eastern advertising representatives of *Field & Stream*, New York, on July 2. Mr. Myers is vice-president and advertising manager of *Field & Stream*. Mr. Alpers had been with *Metropolitan* for eight years prior to its purchase by Macfadden Publications, Inc. Since then he has been with the sales staff of *Metropolitan* and *True Story Magazine*.

Fisher Body Income Nearly Trebled

The Fisher Body Corporation, Detroit, for the fiscal year ended April 30, 1923, reports net income after taxes and charges, of \$17,172,176, in contrast with \$6,193,454 in 1922, \$4,809,948 in 1921, and \$4,367,480 in 1920. The present valuation of good-will is \$3,042,524 and of patents, \$138,845.

Witte Engine Works Appoints Kansas City Agency

The Witte Engine Works, Kansas City, Mo., maker of gas, gasoline and kerosene engines, has placed its advertising account with the Gray Advertising Company of that city. Farm papers, agricultural weekly newspapers and implement trade magazines will be used extensively.

Life Extension Account Returns to N. W. Ayer & Son

Life Extension Institute, Inc., New York, has placed its advertising account with N. W. Ayer & Son. It is proposed to advertise the benefits of life extension health examination to policyholders of life insurance companies that extend this privilege to those insured.

R. T. Kelley Heads Canadian Good Roads

Russell T. Kelley, president of the Hamilton Advertisers' Agency Limited, Hamilton, Ont., has been elected president of the Canadian Good Roads Association.

Elmira Newspapers Change Ownership

The Elmira, N. Y., *Sunday Telegram* and *Advertiser* have been purchased by the Elmira Star-Gazette Printing Company, publisher of the *Star-Gazette*. Both papers will retain their individual names and identities. The owners of the Star-Gazette company control the Empire State Group of Newspapers, which includes the *Rochester Times-Union*, *Utica Observer-Dispatch* and the *Ithaca Journal-News*.

Herman J. Suter, who has been publisher of the *Sunday Telegram* and *Advertiser*, which he managed together with Ralph A. Govin, Jr., will continue to publish the *Scranton, Pa., Sunday Telegram* and the *Wilkes-Barre Sunday Telegram* with Mr. Govin.

J. P. McKinney & Son, publishers' representatives, will represent the *Star-Gazette*, *Sunday Telegram* and *Advertiser*.

A. B. McIntire with Condé Nast Pattern Group

Allyn B. McIntire, for the last year with the New England office of the Condé Nast publications, is now at the New York office as advertising manager of the Condé Nast Pattern Group. This group is composed of the *Vogue Pattern Books*, *Le Costume Royal*, and *Children's Royal*. Mr. McIntire was formerly with N. W. Ayer & Son, at Philadelphia and at Boston.

Toledo Metal Wheel Company Appoints Detroit Agency

The Toledo Metal Wheel Company, Toledo, O., manufacturer of coaster wagons, juvenile automobiles, and other wheeled vehicles for children, has placed its advertising account with The Power, Alexander & Jenkins Company, Detroit.

Kelvinator Account with MacManus

The Kelvinator Corporation, Detroit, manufacturer of electrical refrigerating equipment, has appointed MacManus Incorporated, Detroit advertising agency, to direct its advertising.

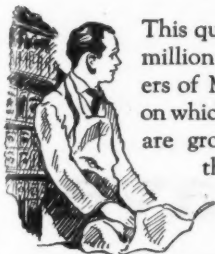
Gardner-Glen Buck Company Augments Copy Staff

Richard Kroeger, who for the last few years has been with the editorial staffs of several New York newspapers, has joined the St. Louis copy staff of the Gardner-Glen Buck Company.

H. E. Remington Advertising Company to Change Name

The H. E. Remington Advertising Company, Chicago and New York, will become the Caples Company on July 1. This change is one of name only.

"Will that be all today?"



This question, repeated over a million times a day by the retailers of Milwaukee, is the shoal on which un-advertised products are grounded before entering the harbor of sales



Volume I
Household Appliances,
Utensils and Accessories

Volume II
Toilet Articles and
Accessories

Volume III
Recreation Needs

Volume IV
Cigars, Cigarettes, Tobacco
and Candy

Volume V
Wearing Apparel

Volume VI
Package Goods Sold
Through Grocery Stores

Two Additional Volumes
of Information on
This Market

Facts and Figures

**Retailers' Merchandising
Policies in the
Milwaukee-Wisconsin Market**

DEALERS are human, and they will ask that fatal question despite all the efforts of manufacturers and salesmanagers to induce them to suggest their products to the consumer instead.

Only the products which have created an indelible impression on the minds of the customers by constant advertising can survive the query "Will that be all today?"

Advertise to the Consumer—

—and you need not worry about the dealer. His good-will and his orders go to those manufacturers whose products are constantly demanded by his customers.

The Milwaukee Journal Analysis of this market—covering all the products listed at the left—reveals the buying habits of over a half million people, and proves conclusively by sales records the wisdom of advertising to the consumer in the medium that reaches four out of five newspaper readers in Milwaukee.

**The Milwaukee
JOURNAL
FIRST—by Merit**

**Complete Advertising Service—
Rotogravure, Color, Black and White**

Send for the complete set of six volumes, or the one in which you are particularly interested. A charge of \$2 per volume is made to partly defray the cost of these surveys.

We Have No Candidate

APPARENTLY Henry Ford is the choice of Collier's readers for President. Naturally, they want to know if Collier's will "support" him.

The answer is no. Collier's does not expect to "support" any one man for President or district attorney or dog catcher. Collier's is nonpartisan. Its job is not to make up the minds of readers, but to shake up their minds. What you think is more important than what any editor thinks. The editor's job is to give you the raw material of thought.

Collier's is interested in no one candidate or party, but in all candidates and

all parties. Whenever we learn anything new about any of them, we intend to spread the information broadcast. That is what we are doing with Collier's Presidential straw vote. This goes in other matters as well.

As to the Presidency, we sincerely hope that the country will get the man it wants on Election Day. We go farther than that. We hope that it will want the man it gets. In the meantime, we reserve the right to look 'em all over, not only now, but after they are nominated.

Collier's

THE NATIONAL WEEKLY

in more than a million homes

The Crowell Publishing Company

381 Fourth Avenue,
New York, N. Y.

The Advice of Advertising Experts

Successful display advertisers long ago learned that the **NUMBER** of classified advertisements carried by a newspaper is a pretty safe index to its value as a general advertising medium.

The Classified advertiser is, as a rule, a shrewd, knowing citizen who through years of experience and observation is thoroughly familiar with the standing and "pulling power" of the local newspapers. He does not advertise for amusement or to "make a show"—he is "out for blood" and must get results. When he places his bit of business he is cannily sure that he is getting circulation and influence—advertising effectiveness—for his money. He is, in fact, an expert.

In the first five months of the year 1923 an army of the result-getting experts in Chicago placed 447,708 separate "want-ads" in The Chicago Daily News—a much greater number than was placed in any other Chicago daily newspaper. They have been placing their "want-ads" in this newspaper in that proportion for many years—because they know their Chicago and they know The Daily News.

When these experts want to sell, buy, hire or exchange they know that The Daily News with its nearly 400,000 circulation—approximately 1,200,000 daily readers—is "The Greatest Market Place in Chicago."

THE DAILY NEWS

FIRST in Chicago

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Granting Credit in an Expanding Market

Common-sense Advice That Will Help Keep Business Good

By W. H. Steiner

[EDITORIAL NOTE: Business progress, as applied to both individual concerns and industry at large, depends in a great degree upon economic credit extension. The credit dispenser acts as a sort of industrial governor or regulator. In that capacity he wields an important influence over advertising and sales policies and schedules. The mercantile credit man can be a tremendous aid to any sales and advertising director. He can also be a serious impediment. The proper correlation of these specialized departments in a manner conducive to harmony and increased efficiency is discussed in the following article.]

THE present business situation is one of extreme interest. Many aspects or features of it merit the careful attention of the credit man if he is to frame a practical policy and not rely entirely upon mere hit-or-miss methods selected upon the spur of the moment. Most important for him is an effort to determine in what direction business is headed, or at least, what elements of danger are discernible in the general situation. Having done this, he is in a position to ask himself how he can guard against these dangers, and to take effective steps to that end. This means that at the outset we must pass in review certain leading aspects of the present business situation.

Among the most remarkable features has been the great increase in the volume of production and trade, until the index number of the Federal Reserve Board, showing production in terms of physical units, reached a figure in March 8 per cent greater than at the 1920 peak, and 67 per cent above the low point of 1921. Accompanying this increase has been a rise in prices, far less pronounced, but none the less substantial. The Bureau of Labor Statistics shows a recovery of 15 per cent from the low point of January, 1922, but this is still far below the peak in 1920. Many observers have feared that a period of what has been

termed "secondary inflation" might appear, in which prices would again rise to inordinate heights, and have anxiously watched the banking position for indications of credit inflation, which might be expected as the forerunner or at least the companion of price inflation. As yet, however, bank borrowing has been relatively small.

There has been much discussion for some time of the possible length of our period of prosperity, and doubt has often been expressed as to how substantial in character it actually is. We are now entering what is ordinarily a dull season of the year, and due in part to this, both production and trade slackened up since the latter part of April. Accompanying this has been a decline in the prices of certain basic commodities. Recently increased costs and labor difficulties have caused trouble to the building industry. Equally spectacular has been the drop in the stock market, which is generally credited with being the best agency we have for discounting the future trend of events.

The business man may well wonder what will come next. Is this the forerunner of a decline, or merely a temporary obstacle which business may surmount? Inevitably, he must look back to 1919 and 1920. From the earlier situation he may at least draw one general conclusion, irrespective of the guess which he may hazard as to the future outlook. A policy of caution is vital. The individual business man must apply the slogan of "safety first," and, in so doing, he will add greatly to the strength of business in general. He cannot afford to take chances, which would imperil, not only himself, but the general business community as well. This does not

mean that he should be seized with fear; it does mean, however, that he should be conservative and cautious.

Applied to the credit man and his work, it means avoidance of the errors made during the post-war boom, or rather, clear recognition of the errors his customers were apt to make. Many concerns greatly increased inventory as prices were rising, in order to profit by the large sales and increased margin of profit. To do this they borrowed from the banks, or else bought on time, but in either case they were in an expanded condition. When prices began to drop, many over-optimistic concerns were caught with high-priced merchandise they could not sell. Others had expanded fixed investment—again on borrowed funds—in order to take care of their expanded volume of business, and then found that their decreased sales would not enable them to pay for it. These were the two principal mistakes made, and care should be taken to prevent a recurrence of them now.

Concretely, then, I would say that the mercantile credit man should adopt the following policies at the present time:

(1) Check customers closely, especially new accounts. Do not relax your vigilance because business is active and concerns in general appear to be in good condition. The extra work may appear to be unnecessary, yet remember that it is better to be safe than to be sorry. Thorough credit work is cheap insurance, in times of active business and seeming prosperity no less than in times of crisis. In fact, it might almost be said that when business is best, the credit man should keep closest watch on his accounts and check them most strictly.

(2) Do not over-extend credit. Conservatism should be the motto of the credit man, though it should be intelligent and constructive in nature, designed to help the business, and not timid or halting, which only serves to hamper. Act as a check on the enthusiasm of the sales department when busi-

ness is booming, to prevent it from becoming over-enthusiastic, but co-operate with the sales department and make your attitude helpful and constructive, so that both departments understand each other; and, taken together, the sales and credit policies followed will yield the business the maximum possible benefit.

BEWARE OF LIBERALITY TOWARD WEAK ACCOUNTS

Liberality at times like the present is a mistake, for you merely manage to get in an over-extended condition yourself. Do not expand your operations in order to sell a lot of weak accounts, which will be unable to purchase more goods when danger threatens in the business structure, and at such times will certainly be unable to pay bills when due. By heeding this advice, you will avoid a slump in your own business, which perhaps may leave you with considerable merchandise on hand, and also avoid the necessity of carrying a mass of weak receivables in times of difficulty.

(3) As a corollary of this, when business seems to be halting and uncertain, or even falling off (and it may now do so in certain lines because of the season), do not give concessions in terms, or larger credit on the regular terms, so as to maintain an extra heavy sales volume. This would be as unfortunate as to relax your credit standards. Either practice serves to increase the amount of accounts you have outstanding and thus to provide a potential source of danger. Trim your sails; don't go ahead under a full spread of canvas.

(4) In extending credit, consider carefully the volume of business your customer can do. Analyze his business and his community. Emphasize to him the desirability of a quick turnover, and do not give him the quantity of goods *he thinks* he can sell, but give him the amount *you know* he can. In other words, avoid loading him up with excess merchandise which he may have on hand for a long time if prices drop, and

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of which you will have a memento in the form of a past-due account. A conservative policy will also help you to avoid the disease encountered several years ago and known as cancellitis—a rush of buyers to cancel contracts for merchandise, entered into when prices were rising and goods scarce, but later not desired because prices were declining and demand for goods had fallen off. The avoidance of the disagreeable necessity of deciding whether the customer shall be made to take the merchandise he has ordered, or whether he should be granted a concession, is not the least thing for which you will then be thankful.

To carry out intelligently the policy which has been sketched requires hard work and keen judgment. By no means, however, is it impossible. It should be noted that the plan calls for a certain modification in the mercantile credit practice of many concerns. General business conditions should receive far more emphasis than is often given them. The credit man should carefully and systematically follow the situation, in particular with respect to his industry, and the territory he serves. If he does this, he obtains a frame, so to speak, into which to set the picture presented by the individual customer. He can then reach his decision in extending credit in each individual case in the light of his knowledge of general conditions, and it will rest on as sure a foundation as it is possible to obtain.

The picture of general conditions may be obtained in a variety of ways. A great number of services—in part largely statistical, in part descriptive and in part interpretative—exist. Banks, business houses and Government organizations put forth a mass of material. Which is the best to use, depends largely upon the credit man in question. He must decide in the light of his own experience and methods. In any event, however, it should be emphasized that what he desires are accurate and prompt and accurate data for his

own specific needs. The general data he finds most useful must therefore be supplemented by data relative to his own industry and his particular territory. The greater the reliable information he can obtain from original sources, the better for him.

THEN IT IS A PROBLEM OF JUDGMENT

When thus equipped, and possessing full and up-to-date information on his customers, the problem for the credit man is one of judgment. Credit granting cannot be made mechanical, and there is no substitute for credit sense supplemented and sharpened by actual experience in credit granting. But one general conclusion may nevertheless be drawn: at the present time, a conservative policy is not only desirable, but actually necessary. Adoption of this policy involves obedience to the suggestions made above, each presenting one particular phase. When the credit man follows these suggestions, he safeguards himself.

Finally, it should be noted that in safeguarding himself, each individual credit man is also rendering a service to the business community as a whole. If credit men in general follow the policy outlined, they will exert a wholesome influence upon business in general. They will prevent feverish expansion of business, speculation in commodities, inflation of credit and inflation of prices, with the subsequent sharp reaction which experience has shown to be inevitable. More important than the fact that losses will be avoided by individual houses is the fact that business in general will be stabilized and the so-called business cycle will be flattened out. There will not be as much seeming prosperity, it is true, but it will be of a more substantial kind—will last longer—and the reaction will not be so severe. After all, the activity of business depends in large measure upon the liberality with which credit is extended. The dispenser of credit therefore acts as a sort of governor or regulator. It has often been suggested of late that the

banker can do much to make business run a more even course than heretofore, and active discussion is in progress, of the best manner in which to achieve this aim. Strange to say, however, little attention has been paid to mercantile credit, which is really as potent a force as bank credit. The mercantile credit man, as well as the banker, can exert a guiding influence. To the extent that he appreciates this and realizes that their destiny is largely in his hands, will the credit system and business in general be on a sounder basis. In other words, the credit man must realize that he has at once a great responsibility and a great opportunity.

Allan Dawson Dead

Allan Dawson, formerly associate editor of the *New York Globe* and of the *New York Tribune* and recently appointed associate editor of the *New York Mail*, died at his home in New York on June 24 at the age of fifty-six.

Mr. Dawson, with Samuel Strauss, purchased the *Des Moines Leader* in 1884 and consolidated it with the *Des Moines Register* as *The Register and Leader*. He became associate editor of the *New York Globe* in 1903 when Mr. Strauss became its publisher. Sixteen years later he joined the *Tribune*, leaving in 1922 when Secretary Hoover appointed him a member of the United States Trade Commission which went to Germany and England to study business conditions.

Cornelius Vanderbilt, Jr., to Start Los Angeles Daily

A new daily newspaper, to be known as the *Daily News*, will be published at Los Angeles by Cornelius Vanderbilt, Jr., of New York. The *Daily News* will be issued in tabloid form. Mr. Vanderbilt is vice-president of the V-C Advertisers' Service Corporation, Inc., and president of the C-V Newspaper Service, both of New York. He is also a director of Payne, Burns & Smith, Inc., and the G. Logan Payne Company, publishers' representatives.

El Paso, Tex., "Times" Appoints Representative

The El Paso, Tex., *Times* has appointed the S. C. Beckwith Special Agency as its national advertising representative, effective July 1.

Buys Chicago Poster Service

M. A. Jones has bought the Art Poster Service Company, Inc., of Chicago.

Public Utility Advertising Interests New York Newspapers

"THE belief in advertising as applied to the utility industry has been of slow growth but steady," declared Frederick W. Crone, director, New York State Committee on Public Utility Information, before the New York State Daily Newspaper Advertising Managers' Association which met at Rochester, June 20 and 21. "There existed," continued Mr. Crone, "for a long time the 'come and get it' theory, which operated this way: You need the service; we've got it. Come and get it. That day is done.

"The modern utility company supervised and regulated by the State, with its rates kept low by commission acts and court rulings can be a successful business and can attract the constant stream of new capital it requires only by the most economical management and by doing a volume of business.

"Increased sales of gas and electricity and a better understanding of the utilities inevitably will follow right advertising."

Much attention was given to public utility advertising at this convention, at which Robert M. Searle, president, Rochester Gas and Electric Corporation, also spoke on "Talking to the Public Through Paid Advertising Space." Frank A. Wood, advertising manager, Rochester *Times-Union*, and president of the association, presided.

Other speakers were: Joseph McSweeney, advertising manager, Rochester Gas and Electric Corporation; Leo E. McGivena, promotion manager, *New York Daily News*; Frederick Berkeley, Frank Kiernan Agency, New York; Samuel Parry, president, Rochester Ad Club, and Harry D. Robbins, H. D. Robbins & Company, New York, chairman of the National Vigilance Committee of the Associated Advertising Clubs of the World.

The next meeting will be held at Binghamton, September 24 and 25.

Selling is Easy because Business is Good in Philadelphia

National advertising is most effective where retail outlets exist in great numbers.

That's what makes Philadelphia so important to the manufacturer who must stimulate retail selling.

In Philadelphia there are

9148 Women's Wear Stores
2687 Shoe Stores
4627 Grocery Stores
790 Confectionery Stores
644 Autos and Accessories
739 Musical Goods Stores

9208 Men's Wear Stores
2496 Cigar and Tobacco Stores
1098 Drug Stores
710 Hardware & Paint Stores
506 Electrical Devices Stores

According to the last report of the Philadelphia Retail Dry Goods Association, Philadelphia leads the country with an increase of 34.50 per cent. in sales of Department and Dry Goods stores, over May of last year.

Nearly every Philadelphia store that advertises uses The Bulletin.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923—505,098 copies a day.

New York—Dan A. Carroll, 150 Nassau St.

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

San Francisco—Verree & Conklin, 681 Market St.

London—Mortimer Bryans, 125 Pall Mall, S. W. 1

Paris—Ray A. Washburn, 6 rue Lamartine (9)

(Copyright, 1923—Bulletin Company)

Read on both sides



THOUSANDS of Oklahoma merchants never see a specialty salesman. They are in the 412 of Oklahoma's 475 towns that have less than 2,500 population.

That leaves your dealer problem squarely up to the Jobber's salesmen and consumer advertising. And jobber's salesmen, taking orders for a thousand items, are not notably efficient educators.

You can bridge that gap of "dealer ignorance or indifference" in 5,300 Oklahoma grocery,

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THE O
E.K
New York

def "Main Street" in Oklahoma towns

drug, dry goods and general stores at a nominal cost through one trade paper, Retail Selling.

Editorially, Retail Selling is one of the strongest sectional trade journals in the country. It talks to the Oklahoma merchant in his own language "where he lives." It helps increase his profits and wields a great, and frequently the only, influence for better merchandising in a market of two million.

Please do not confuse Retail Selling with the cut-and-dried, scissors-and-pastepot trade paper of the association or house organ type. Send for a sample copy to realize its practical, brass-tacks editorial policy.

Then you, too, will understand why it is read on both sides of "Main Street" in every Oklahoma town that boasts a postoffice.

RETAIL SELLING

And The Oklahoma Retail Merchant

Box 984, Oklahoma City

PUBLISHED BY

THE OKLAHOMA PUBLISHING CO.

THE OKLAHOMAN & TIMES ~ OKLAHOMA FARMER-STOCKMAN

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Atlanta San Francisco

Effective July 1st, 1923

The New Rates for Advertising in The American Weekly

Are

Black and White (Per Agate Line) **\$7.00**

Inside Pages **\$14,000**
(Printed in Three Colors and Black)

Back Cover Page **\$15,000**
(Printed in Three Colors and Black)

Center Spread **\$28,000**
(Printed in Three Colors and Black)

Comic Section—
½ Back Page, \$8,000



A. J. KOBLER, Mgr.

1834 Broadway, New York

If you want to see the color of their money, use **COLOR—A.J.K.**

Can a Trade-Mark Be Assigned to an Affiliated Company?

Not Unless Accompanied by Transfer of Business and Good-Will, Rules United States District Court

A NUMBER of interesting angles of trade-mark procedure were brought out before the United States District Court, District of Connecticut, in the case of Charles Broadway Rouss, Inc., vs. Winchester Company. Perhaps the most significant, and the one having the widest interest, is that having to do with the law as it affects the assignment of trade-marks or trade names to subsidiary or affiliated companies.

The plaintiff, Charles Broadway Rouss, Inc., is a corporation organized under the laws of the State of New York and engaged in interstate commerce. The business was organized by Peter Winchester Rouss about 1900. In March, of that year, Rouss adopted and began to use the trade-mark "Winchester" in connection with the sale of men's furnishings, and more particularly, shirts. Since then the business has expanded to include other articles to which the trade name "Winchester" has been attached.

In 1918 Rouss transferred to Charles Broadway Rouss, Inc., his business, together with the good-will and trade-marks. Registration of the trade name "Winchester" was secured at the U. S. Patent Office on February 8, 1921, in connection with the articles of merchandise previously mentioned.

The Winchester Company, defendant, incorporated in the State of Connecticut, stated, in its certificate of incorporation, its purposes were to manufacture, buy, sell, etc., firearms, ammunition and related products. The Winchester Repeating Arms Company, which, while closely associated with the Winchester Company, is, nevertheless, a separate organization, used the word "Winchester" as a trade-mark upon the goods manufactured and sold by it. This merchandise was not similar to that distributed by Rouss.

Later the Winchester Company, however, did enter the same field as Rouss, using the name "Winchester" as its trade-mark. Charles Broadway Rouss, Inc., notified the Winchester Company of its claim of exclusive right to the word "Winchester" on various articles of men's furnishings. This was prior to the commencement of legal proceedings. The claim was repudiated by the Winchester Company and legal action followed.

Summing up the case, Judge Thomas, of the United States District Court for the District of Connecticut, said in his decision: "The defendant's (The Winchester Company) position is that as to registration, the plaintiff (Charles Broadway Rouss, Inc.) never did have the right to secure registration, and that therefore its registration was ineffective. Second—that the defendant is using its own name only upon the articles of merchandise sold by it. Third—that, as the associate and affiliate of the Winchester Repeating Arms Company, it has the same right to use the word 'Winchester' as The Winchester Repeating Arms Company has, and that the latter company has the right to use the word 'Winchester,' not only upon arms and ammunition and kindred articles, but upon articles in connection with any other business upon which it desires to embark."

Rouss has sold shirts under the Winchester name since 1901; men's underwear for several years; flannel shirts for four years; pajamas, ten years; neckties, twenty years, and similar items over a period of up to twenty-five years. The sale of shirts by Rouss, under the trade-mark "Winchester," has amounted to about \$5,000,000, and Charles Broadway Rouss, Inc., has about 23,000 retail customers to whom merchandise is sold bearing the trade-mark "Winchester."

The Court maintained that through use of the name, Rouss had built a "secondary" significance for Winchester in his particular field. Judge Thomas ruled: "I have no hesitation in reaching the conclusion that Charles Broadway Rouss did acquire a common law trade-mark upon dry goods and that that trade-mark was 'The Winchester.'"

The Court then discussed the validity of the registration of this mark by Charles Broadway Rouss, Inc., pointing out that registration is a purely statutory procedure, neither validating nor invalidating any common law rights which one may have in a trade-mark. In this connection Judge Thomas said: "I am inclined to hold that where a name invariably appears printed in a specific manner with a particular type or flourish, it is, for the purposes of the statute, a 'particular' or 'distinctive' manner." The style of lettering used by Rouss in connection with the name "Winchester" was then described and Judge Thomas ruled: "I therefore conclude that the registration of this trade-mark was effective."

With relation to the third claim of the Winchester Company—that its affiliation with the Winchester Repeating Arms Company gave it the right to use the name "Winchester" in connection with any business it decided to enter—Judge Thomas said:

"At no time was, or is The Winchester Repeating Arms Company empowered, under its charter, to traffic in any of the commodities detailed in the bill of complaint. At no time did it traffic in such commodities . . . in view of the limitations contained in its charter it could not lawfully have acquired such a trade-mark in such trade."

"Nor is there any evidence before me that the defendant (The Winchester Company) acquired any trade-marks, good-will, or trade names from The Winchester Repeating Arms Company. There is no evidence of, or even any allegation of any assignment or transfer of such trade-marks or trade names to the new corporation—and it is an elementary prop-

osition that even if there had been any attempted assignment of trade-marks or trade names, such assignment would have been ineffective *unless it was accompanied by the transfer of the business and good-will thereof.*"

In conclusion, Judge Thomas ruled: ". . . the plaintiff is entitled to an injunction restraining the defendant from the use of the word 'Winchester' as a mark upon shirts, underwear, piece goods, pajamas, hats, neckties, shoes, jumpers, and men's made-to-order clothing—and to an accounting of profits and damages."

Frank G. Barry to Join Holeproof Hosiery Company

Frank G. Barry, who has been secretary-treasurer of the Silk Association of America, New York, since October, 1921, has resigned to join the Holeproof Hosiery Company, Milwaukee, Wis., as sales manager. This resignation becomes effective about August 1.

Ramsay Peugnet, who was secretary-treasurer of the association for twelve years prior to his resignation in 1921, will succeed Mr. Barry. Mr. Peugnet is at present assistant to the president of the interests controlling the General Silk Importing Company, the Klots Throwing Company and the National Spun Silk Company.

Western Campaign for Rain Water Crystals

Newspaper and outdoor advertising is being used in a campaign on Rain Water Crystals, a cleanser and water softener, which the Sierra Chemical Company, of Los Angeles, is conducting in Mid-Western and Pacific Coast States. The Lockwood-Shackelford Company, Inc., Los Angeles advertising agency, is directing this campaign.

Automotive Equipment Account for Rochester Agency

The Rochester Manufacturing Company, Inc., Rochester, N. Y., manufacturer of automotive equipment, has placed its advertising account with the Lyddon & Hanford Company, advertising agency, also of Rochester. Publications reaching the Ford accessory field are being used.

Brass Products Account for Cleveland Agency

The Hays Manufacturing Company, Erie, Pa., brass and iron products for plumbing, has placed its advertising account with Oliver M. Byerly, Cleveland. Trade papers are being used for this account.

New Accounts for MacManus Agency

The advertising account of the United States Radiator Corporation, Detroit, has been placed with MacManus Incorporated, advertising agency of that city.

MacManus Incorporated also has obtained the accounts of the following companies: General Gas Light Company, Kalamazoo, Mich., manufacturer of Humphrey Radiantfire devices; Wayne Tank & Pump Company, Fort Wayne, Ind.; gasoline and oil storage tanks and pumps and water softening devices; Detroit Savings Bank, Detroit; Hydraulic Brake Company, Detroit, Lockhead hydraulic brakes; Honeywell Specialties Company, Wabash, Ind., thermostatic control equipment; Jeffery-Dewitt Insulator Company, Kenova, W. Va., electrical insulators, and E. S. Evans & Company, Inc., automobile loading specialists.

Join M. C. Mogensen & Company

J. H. Connell has joined the San Francisco office, and Paul A. West, the Los Angeles office, of M. C. Mogensen & Company, Inc., publishers' representatives. Mr. Connell was recently with E. A. Holman, Pacific Coast representative of the Hearst morning newspapers. Mr. West was formerly with the San Bernardino, Cal., Sun.

Charles W. Barton Buys Two More Wyoming Newspapers

The Sheridan, Wyo., *Post* and *Enterprise* have been bought by Charles W. Barton, who will consolidate them into one newspaper on July 1. The combined newspaper will be known as the *Post-Enterprise*. Mr. Barton also owns the Casper, Wyo., *Tribune*. Before his purchase of the latter newspaper, he was with the New York *Telegraph* as assistant publisher.

Prudden, King & Prudden, Inc., publishers' representatives, New York, Boston and Chicago, will represent the *Post-Enterprise*.

Gauge Account with Syracuse Agency

The Improved Gauge Mfg. Company, Syracuse, N. Y., manufacturer of Presurite gauges, has placed its advertising account with Wortman, Corey & Potter, advertising agency, Utica, N. Y. A national magazine campaign is planned for this account.

New Shoe Account with Chicago Agency

The Wolverine Shoe & Tanning Corporation, Rockford, Mich., has placed its advertising account with Blackett & Sample, Chicago advertising agency. Farm papers will be used for this account in the fall.

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

Six Separate Brands Are Turned into One

In New England, the Massachusetts Baking Company, Resulting from a Merger of Six Bakeries in as Many Towns, Faces a Perplexing Problem and Solves It to Advantage

IN the beginning there were six bakers in six New England towns. Each had been baking good bread for years. Each had his own brand, favorably known to the housewives in his territory.

When these six bakers merged their interests in the Massachusetts Baking Company the problem quickly arose whether they could concentrate production and sales efforts on one brand or whether they must maintain each brand in its own locality.

All laws of efficiency and economy favored concentration, for to keep six brands on the market would spread the sales effort so thin that no real impression would be made on the housewives. On the other hand, to drop accepted local brands and announce simultaneously a new loaf and a new, and therefore unknown, company, took courage.

Wouldn't the announcement savor of "combines" and "big business"? Wouldn't they lose thereby the friendly regard each baker had gained for his bread? Wouldn't it be better for the present to ignore the existence of the new company in public announcements or at least to soft-pedal it?

But the Massachusetts Baking Company faced the issue boldly. It decided to sidestep none of the potential handicaps—rather to capitalize and turn them to advantage.

So the first publicity told "The Story of the Six Bakers" and related in simple, homely terms the early struggles and later triumphs of each of the bakers individually; how then they came to know each other, compared recipes "just as housewives do," and determined

to combine their skill and experience in an endeavor to produce what each had long held as his ideal—the perfect loaf of bread. This new loaf they introduced—"White Rose, the Master Loaf of the Six Bakers"—in a "new wrapper with the checked tea-towel pattern."

The informal, familiar note in these advertisements, balanced with the suggestion of enlarged opportunities and facilities through the pooled resources of six successful bakers, lent prestige without implying "machine" methods. Newspapers, distinctive posters and wall bulletins, small inserts wrapped with the bread, store cards—all were prepared to sound the same note.

The idea was immediately successful.

PUBLIC ACCEPTED NEW PRODUCT

Sales jumped. Losses feared on local routes did not materialize. Within two months in some cities the increase in sales went as high as 50 per cent. White Rose, which previous to the advertising had carried 42 per cent of the total business, leaped to 67 per cent after the campaign got under way.

Succeeding campaigns have preserved the basic idea of the opening campaign (the co-operation of six expert bakers to produce the Master Loaf), with, in the fall of 1922, the added angle of the speedy acceptance of the "Master Loaf" by the women of New England ("the most careful of all housewives liked it"), and, this year, emphasis on "the right recipe" through naming "the ingredients you would use yourself."

The sales are still going up. Their total for a period of weeks just past has been greater than for any previous similar period.

A great part of this success the Six Bakers attribute to the human, neighborhood appeal in their advertising, which has enabled them to gain the benefits of consolidation without at the same time sacrificing any of the individual popularity built up by years of localized effort.

Indianapolis

is different

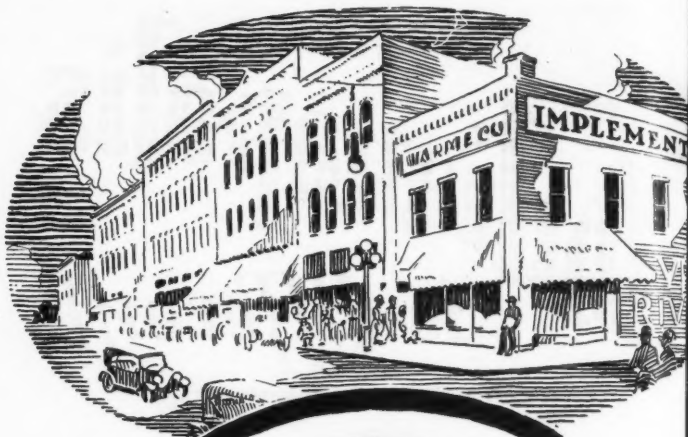


One could use all seventeen newspapers in one city in this country and then not effectively reach *all* of the buyers. No one or two newspapers reaches even a majority. In Indianapolis a marketing effort can be supported successfully by advertising in but one newspaper—

The Indianapolis News



Frank T. Carroll, Advertising Manager
New York Office: Dan A. Carroll, 150 Nassau Street
Chicago Office: J. E. Lutz, The Tower Building



**“How
can
the
manu-
facturer
help
the
country
dealer?”**



***Wrote a large Southwestern Trade Journal
to a list of its dealer subscribers.***

Arthur Capper
PUBLISHER

THE CAPPER

Circulation 1,553,696

TOPEKA, KANSAS

Sections - Capper's Farmer - Oklahoma Farmer
Kansas Farmer and Mail and Breeze

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"Most ev
lines ever
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Nebraska Farm Journal-Missouri Ruralist
Pennsylvania Farmer-Ohio Farmer-Michigan Farmer.

STAR FACTS

First!! again—

People that can buy automobiles have the money to buy anything they want. The newspaper that leads in automobile advertising is also the best medium for any article of merit. Think it over!

At the end of the first five months of 1923 The Indianapolis Star leads the field by a large percentage in Automobile, Accessory and Tire advertising, both in display and classified.

Dealers familiar with local conditions prefer The Indianapolis Star because it brings them the best results.

THE INDIANAPOLIS STAR

ALWAYS FIRST—ALWAYS FAIR—ALWAYS COMPLETE

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

FOREIGN REPRESENTATIVES

KELLY-SMITH CO.

Marbridge Bldg., New York
Lytton Bldg., Chicago

R. J. BIDWELL CO.

742 Market St., San Francisco
Times Bldg., Los Angeles

When a Form Letter Is Not a Form Letter

Despite the Fact That a Form Letter May Be Lacking in the Mechanical Tell-tale, It Can Still Be Spotted as a Form Letter If the Mental Attitude of the Writer Is Not Right

By Harrison McJohnston

IT is a good thing for the man who writes letters to be reminded occasionally of some of the more elementary characteristics of letters that pull good percentages of returns.

Being so simple and obvious, these ear-marks of good letters are sometimes neglected by the letter writer—or perhaps his experience has not yet taught him to appreciate their full value.

One of these characteristics is that of personalizing or individualizing the form letter—making it appear to have been written especially to the individual addressed. This is nearly always desirable, but not always, by any means, easy to attain. The woods are so full of form letters and so many people are on the lookout for them—rather on the lookout against them—that, today, almost any letter that is well spaced and well typed is likely to suffer somewhat from a suspicion that it may be a form letter—and therefore to be discounted by the reader, or not read at all.

To write and prepare a form letter so that it will not be suspected of being a form letter will, as a rule, measurably improve its returns. On this point one of the heads of a large Western advertising agency who has had exceptional success in the use of form letters as a means of ferreting out the very favorable prospects among dealers for handling a line of nationally advertised products, recently said:

"There is one thing I always forget when I'm writing a form letter—and that is the fact that it is a form letter. Just because the same letter is to go to many prospective dealers is no reason why it should not be written ex-

actly as though it were a letter to one particular dealer.

"I have seen many form letters written by advertising copy writers," he said, "which read a great deal like display advertising copy. They lack the personal, individual, intimate touch that gets what you might call the 'conversational' attention of the reader. I don't care who he is, no man is ever half so much interested in a 'circular' letter as in a letter that was apparently written to him and to him alone—as though the writer were there talking to him face to face.

"I have found few copy writers who are able to write this kind of form letter. But it's a knack that can be learned, and is learned soon enough once a man fully appreciates the effectiveness of the truly personal and individual tone in a form letter.

EVEN SMALL-TOWN DEALERS ARE NOT FOOLED

"Even a dealer in a small town, nowadays," he continued, "can spot the letter that is written to many alike, unless the writer has forgotten that he was writing the same letter to many and has put a genuinely personal tone into his letter. The way to do this is to forget the many and think of the one reader—actually turn out a letter to Henry Harlow who runs the hardware store at Center-ville; then send this same letter to many other hardware dealers.

"Of course, there are perhaps some of the dealers in the larger towns more 'hep' to the ways of the business world outside, who will suspect that your letter is the same as that written to every other dealer in the State, regardless of your ability to write form

letters that read like individual letters. But they are not on their guard all the time, and the percentage of them is negligible.

"I find," he continued, "that the most difficult letter to personalize is the first one in a series. It is not so easy to individualize the first letter in the series, and it may not be so important to do this. But your second letter can assume a greater degree of acquaintanceship with the dealer. Your third letter may rest still more upon assumed acquaintanceship; your fourth, even more, and so on. This, in fact, is one of the important reasons for sending out a series of letters.

"Some of our series of letters to dealers include as many as a dozen letters. Sooner or later the dealer who keeps getting letters from you begins to feel, if your letters are the right kind, that he really does know you—and that it's up to him to write some kind of reply, either favorable or unfavorable, regardless of the fact that he hates to write letters of any kind. And the longer he puts it off the more likely will his reply be favorable, simply because he gets to feeling better and better acquainted with you and your proposition after getting so many letters from you.

"Also, after a certain point in the letter campaign, the dealer begins to admire your persistency, and a feeling comes to him that surely you must have a good proposition for him if you yourself think of it so well as to keep on writing him for such a long time.

"I find that it usually pays to send the letters not more than a week or at most ten days apart, although sometimes it pays to pick up the thread after six months or a year of silence. Even after a period of six months it is often advisable to remind the dealer that you wrote him six months before. I find that it pays in nearly every case to call his attention to my previous letters.

"There is, in fact, not much in the old idea of trying to make each letter independent of those that have gone before. If you do this

and the dealer happens to remember your previous letter or letters, he is likely to sense the fact that you seem to be afraid to remind him that he let your previous letter go unanswered—and especially so when you deliberately try to cover up the fact that previous letters were written to him. Fear of this kind, or any other kind of fear, has no place in good salesmanship. Even when a long time intervenes between letters, as I said before, I usually refer to the former letter because it gives me a better chance to write an apparently individual letter. For example, here's a letter written this spring to a list that was written to last fall."

This letter was sent out over the signature of the sales manager of the company represented. The name was carefully filled in to match the prepared letter:

I wrote you last fall in reference to handling our line in your territory.

At that time we were just introducing our new Six and getting a few of them into the hands of dealers and owners.

Since then we have progressed a long way.

The Six has been successfully introduced and has shown in actual owner use that it is a thoroughly sound product.

At the automobile shows, New York, Philadelphia, Chicago, and others, you will be interested to know we did more business, retail and wholesale, than we ever did before in the history of our company.

I have been attending the shows principally since writing you last, and our dealer organization is nearing completion.

I am anxious to know if you are situated now so you can give consideration to our franchise, and will be glad to have you write me.

Our production is coming through fine, and with the new Six in addition to the Four line we are particularly well situated to get the full benefit of what is certain to be a big spring business.

I am sending you a booklet showing our closed car line, and will hope to hear from you soon.

GENERAL SALES MANAGER.

It will be noticed that the above letter sounds like a sales manager talking to a prospective dealer. It is the kind of letter that a dealer would expect to get from a sales manager, the natural kind for the latter to write to a particular prospect. Yet it was written by the busy advertising man mentioned above, far away from the

*A Letter
to Mr. Crowninshield
from Marshall Field*

Vanity Fair is 'way above my head. But I feel, as when I read my Homer in the original Greek, that I gain distinct kudos from being seen perusing it, however unintelligible it may be!

Marshall Field.

Some Advertisers who also think
pretty well of Vanity Fair

CADILLAC
HAMILTON WATCH
TECLA PEARLS
JERSEY SILK MILLS
WHITE ROCK
INTERNATIONAL SILVER

VANITY FAIR

One of the Condé Nast Group

desk of the sales manager who signed it.

The letter starts with "I" and three other paragraphs begin with this first personal pronoun. In addition to the good salesmanship displayed in what the writer says, the expression of the thought is effective. There is in it an unmistakable tone of intimacy with the reader, which makes the dealer feel that this sales manager actually does remember him since writing him some six months before; in fact has had him in mind all the time, waiting for the right time to write to him again. This letter makes the dealer feel that somehow he and this sales manager really know each other personally. The letter has in it just about the right touch of intimacy, not too much.

This same quality characterizes the next follow-up in the series, which reads as follows:

I have written you lately relative to your handling the _____ line, and in considering this matter, I thought you would be interested to know what our plans are for introducing our new Six to the public and advertising our entire line.

Our advertising department has just prepared a piece of printed matter which describes our publicity plans for the next year and I am having them send a copy to you.

It shows how extensive our advertising program is and what a valuable help it is to all _____ dealers.

I want you to give careful thought to this important feature of a _____ franchise, for it means less selling effort and greater profit for the dealer when the line he handles is nationally advertised in a big way.

If there is any additional information you desire will be glad to have you write me for it.

Very truly yours,
GENERAL SALES MANAGER.

The above letter, on the face of it, does not perhaps look to be as good as it really is—as is often the case with good letters. The last paragraph, for example, may sound ordinary as a close—but it is about what you might expect a good sales manager to say, rather than the usual close of a clever advertising man. True cleverness is displayed by this advertising man, however, by resisting any temptation he may have had to close his letter with

a stronger urge to action. The letter, therefore, is natural; and it has also the written-to-me-alone tone in it, as does the following letter in this same series:

I have written you relative to handling our line in your territory, and I won't go into the details of our proposition until I learn whether you are interested.

Some features of the _____ franchise, however, are so vitally important to dealers that I want you to know about them while you are considering this matter.

I am anxious that you should know, for instance, that the _____ franchise is a continuous form of contract; one which does not require yearly renewal. This is a big improvement, as you can see.

Then the clause in our franchise which provides complete protection for _____ dealers in case of a price reduction, is equally important from your viewpoint.

Another marked advantage is the full line of both Sixes and Fours, with every single model, both open and closed, at a popular price. It isn't necessary to take any slow movers to get the fast sellers.

These are facts you will naturally give careful thought to and they will help you, I believe, in reaching a decision. I am also enclosing a booklet which contains some valuable information.

Let me hear from you as quickly as possible now, as I want to get my dealer organization completed.

Very truly yours,
GENERAL SALES MANAGER.

That letters like these do impress the reader as being individually written has been conclusively proved by the number and especially by the character of the replies to them. Many of these replies were classed as "unfavorable"; in fact, many more of them were classed as "unfavorable" than as "favorable"—but a reply had to be sufficiently favorable to warrant the expense of sending a salesman to see the prospect before it was classed as such. Returns from this series totaled better than 30 per cent of the entire list of about 20,000 names of prospects.

The advertising man who wrote these letters says that he knows from experience that returns in this case would not have been half so good had he not forgotten that he was writing form letters. The large number of "unfavorable" replies, more than the number of "favorable" replies, indicates this man's success in individualizing these letters.



WHEN she starts forth on her travels, Harper's Bazar has told her what clothes to wear, what clothes to take with her, what her luggage should look like—and long since, of course, has shown her, editorially and advertisingly, many models of cars.

FOR from an advertising point of view such a magazine as Harper's Bazar has an invaluable advantage: its editorial and advertising pages are in such close harmony. Editorially, Harper's Bazar tells the smart woman what to buy; advertisingly, it tells her where to buy it.

Harper's Bazar

2/- IN LONDON

50c

6 fr. IN PARIS

FIVE exclusive features of the Dairymen's League News

1. Sixty thousand subscriptions from the members of the Dairymen's League Co-operative Association, Inc., alone*.
2. Also subscribed to and read by thousands of other farmers because of their interest in one or more of the eight other co-operative marketing associations in New York State. *Thus the weekly circulation for the past 12 months has averaged way over 60,000 copies.*
3. Circulation is concentrated and specialized.
4. Farmer - owned, farmer - controlled.
5. In 1922 showed a larger percentage of total lineage from its own home territory, New York State, than either of the other two state farm papers.

**Reader interest among this group is guaranteed by the fact that the League transacts more than \$2000 annual business with the average member subscriber in selling for him his chief source of income—milk.*

DR
Ze
NI

When farmers brand *their produce*

THE Dairymen's League Co-operative Association, Inc., is composed of nearly 70,000 dairy farmers in New York State and bordering counties. They are now running an extensive national advertising campaign to sell their evaporated milk, ice cream, fluid milk, and other dairy products.

A farmer organization of such size is made possible because brands can be established and brand demand created. Out of this situation, the farmer is enabled to steadily increase his productivity. He is sure of a steady market for his produce; he receives checks at regular intervals throughout the year.

In the New York territory, there are today eight other active and growing farmer co-operatives.

This method of marketing farm produce is "here to stay."

The Dairymen's League News is read by members of all nine organizations—by the live farmers of New York State who are directly and financially interested in the success of the co-operative marketing movement. The interest of the readers is assured by the editorial contents of the News—chronicling the activities of each association and the latest developments in co-operative marketing.

If you are selling to farmers, you will want to know more about this new development in farming. The results of co-operative marketing are far-reaching. A line to us will bring a representative to tell you the whole interesting story.

Dairymen's League News

NEW YORK: 120 West 42d Street
CHICAGO: 1008 Otis Building

Phone—Bryant 6081
Phone—Franklin 5959

DAIRYMEN'S
League
NEWS

Unlike Any Other Community

Joplin, Missouri

The Market 250,000

The helpful *marketing* slant for national advertisers in regard to Joplin, Missouri, is that Joplin proper with only 30,000 population does not indicate the size of the market; the actual market within a 40 mile average radius exceeds 250,000.

This 250,000 population is in a territory served by a network of exceptional transportation facilities: 7 railroads, 2 inter-urbans, 900 miles of hard surface and 60 miles of concrete roads (outside of Joplin proper).

Joplin is the manufacturing and wholesaling hub of this definite area, covering the corners of four states—Missouri, Arkansas, Kansas and Oklahoma. There is comparatively little outside competition. From Joplin it is 330 miles to St. Louis; 155 to Kansas City; 190 to Wichita, Kansas; 238 to Oklahoma City.

This market is best served by the Joplin Globe & News-Herald with over 34,000 paid circulation—continuous service morning, evening and Sunday.

The Joplin Globe & News-Herald are more than ordinary newspapers; they serve the district as zinc and lead trade-papers and agricultural trade-papers as well.

The unusual qualities of these newspapers and exceptional transportation facilities of the district combine to place the Joplin market of 250,000 population on a par with metropolitan centers.

Unlike Any Other Newspapers

Joplin Globe

& News-Herald

(A. B. C. Members)

Paid Circulation Over 34,000

Representatives

E. Katz Special Advertising Agency

New York Chicago Atlanta Kansas City San Francisco

Three Big Advertisers Find Pen Technique an Asset to the Campaign

Drawings for Advertised Products Such as Hoover Electric Cleaners, Snowdrift, and Gorham Silver Take on New Life Because of Resourcefulness of Artists

By W. Livingston Larned

FIVE years ago, the advertising department of The Hoover Company made up its mind to one thing, so far as illustrations of an electric suction sweeper were concerned; pictorially, the advertising would never grow tiresome because of duplication. On all sides, other advertisers were battling with this important problem.

The limitations were pronounced. Here was what could be done:

Show the sweeper, come what may, as the most dominant note of all display.

Show an environment of home life and of practical work, well done.

Dispense with figures when possible and make the device itself the star performer.

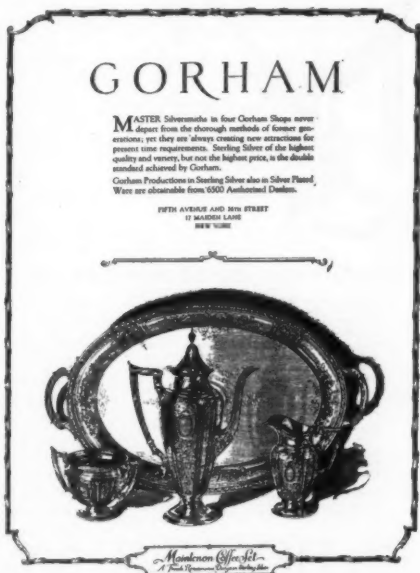
Other advertisers introduced figures. To eliminate them meant individuality of illustrative display.

There was just one way to achieve the desired result, in the face of many restrictions. If techniques of pictures were changed as fast as they outlived their usefulness, all would be well.

This might seem an easy assignment. The field of possible mediums and techniques is well nigh without limit. Every artist has his own distinctive ideas in this

regard, and new generations of artists bring innovations.

The Hoover plan has worked out successfully. And the marvel of it is that, for the most part,



AN INTERPRETATION OF SILVER THAT IMPARTS A RICHNESS AND SPLENDOR NOT TO BE FOUND IN A PHOTOGRAPHIC REPRODUCTION

line plates and line drawings have dominated.

Through the sheer power of interesting pen techniques the Hoover advertising has remained distinctive, in a class peculiarly its own. Moreover, it has al-

ways been artistic enough to command general admiration.

For a year, one style of illustration will be employed. Then an entirely different pen treatment will come into play. Never once

ably analyzed; for once more a new technique has been commandeered.

This time, the decorative appeal is uppermost.

Every line, every effect, every massed bit of color is of the ornate school. Realism is secondary to eye interest. As a consequence, we find our imaginations at play around these very wonderful pen studies of machine and fragments of background.

Technical and mechanical processes have a bearing on the series, although they may not be at once obvious to the average eye.

A Hoover illustration showing a sweeper leaning against a table, which is reproduced herewith, is distinctive because of a number of important reasons. An advertising artist would sum them up as follows:

Decorative handling: everything simplified in the pen treatment.

Strong contrasts.

And here enters a novel and very interesting mechanical process, as hinted at above. Although the illustration was originally all in pen and ink and of one value, as to solid blacks, the entire background black areas have been stippled on the plate. Thus the blacks in the vase and in the let-down leaf of the table, are cut in strength to the point where they do not detract from the heavy shadows of the machine in the foreground.

Not everyone knows the possibilities of this handling, although it is easy enough from the engraver's point of view. There are enough solids that have not been tampered with in the machine to give it necessary contrast and strength. No part of the accessory background clutters up the thing for sale. It is permitted to hold its own in the composition.

Simple enough. Make your pen drawing to suit your fancy, but where you want blacks in the background cut down to half strength, merely indicate it in blue painted on a tissue-paper overlay.

It is just as well to indicate the Ben Day you wish used, however, for they come in many patterns. Any desired tone can be



Rugs "like new" after 14 years

"Come over and see my rug!" That is the invitation which Mrs. C. B. Squares of 2000 Wetherfield Avenue, Hartford, Conn., extends to any transformed friend who tells her a Hoover takes off the rug.

"After fourteen years of regular Hoover cleaning, my rug is in wonderful condition and looks as good as new. You would hardly believe they are fifteen years old. The Hoover has at least doubled their life."

"I never have to have my rug beaten or taken out to be cleaned, as do friends of mine who own other cleaners. There is no comparison—a Hoover cleans clean."

Over a million satisfied users have made The Hoover the world's largest selling electric cleaner.

On divided monthly payments, a Hoover is soon paid for. Have an immediate demonstration on your rug—no obligation. Write for names of Authorized Dealers.

THE HOOVER COMPANY, NORTH CANTON, OHIO
The oldest and largest makers of electric cleaners
The Hoover is also made in Canada, at Hamilton, Ontario

The HOOVER

It BEATS—as it Sweeps—as it Cleans

AN EXAMPLE OF THE MANNER IN WHICH
HOOVER ADVERTISING HAS ACHIEVED
DISTINCTION IN COPY

have figures or "human interest" been missed.

The beauty of the pen pictures suffices. Their eye interest, even to the novice, is always apparent.

One of the most recent Hoover illustrations might here be profit-

To the seller of goods, a million buyers are worth ten million by-standers.

TWO MEN—or two women—with equal means, will see the same thing in a store window. One will look and want. *The other will buy.* Cosmopolitan has a million a hundred thousand of the men and women who *buy.*

Cosmopolitan ^{35 Cents}
America's Ablest Advertising Medium

W. S. BIRD
Eastern Sales Manager

A. C. G. HAMMESFAH
Business Manager

J. J. BARNETT
Western Sales Manager

secured when the plate is made.

Hoover advertising has really capitalized the power of the line drawing and the line plate and has made it, in a sense, a mark of continuous identification.

Pen and ink seems to have that quality.

And it is becoming more evi-

simplicity?" It was sound reasoning, and artists were called into conference on the question.

As a result, we have Snowdrift pictures in pen and ink, which are a successful echo of the novel illustrations long used in full color.

No blacks anywhere. The purest outline, with pen, relieved occasionally by solid tints of a delicate Ben Day pattern.

Nothing that was true or characteristic of the color illustrations is missing in these pen-and-inks. It was always true of the color pages that typography came first to the vision, because the pictures were so delicate. In the zinc plates, the same rule holds good. Because of the delicacy of the outline illustrations, even small type is the blackest thing in the composition.

Technique has given an entire campaign an individuality of its own.

Where the space is as small as quarter page in periodicals, even the Ben Day

tints are omitted. Yet this same atmosphere of the immaculate holds good. And it is desirable for a product of this character.

Why is The Gorham Company employing the services of a pen and ink artist who works in a style rarely possible of imitation?

Because of the individuality supplied, when competitors are using half-tones, full color, original wash drawings and highly retouched photographs.

There are times when the proper adaptation and adoption of pen and ink constitutes a stroke of positive genius.

The pen is a past master of atmosphere.

It is really just coming into its own.



Snowdrift

a rich creamy cooking fat
made by the Wesson Oil people

For
making cake, biscuit and pastry
and for wholesome frying

SNOWDRIFT HAS CARRIED OUT IN LINE DRAWING THE
SAME FUNDAMENTAL IDEA THAT CHARACTERIZED ITS
COLOR ADVERTISING

dent, day after day, as artists tap their own possibilities, their genius.

Many advertisers have discovered the same point, although it has not been necessary to plagiarize or cross the trail of the other campaign.

There is Snowdrift. Long ago, when leaning heavily on color, a certain outline and very delicate style of illustration was adopted and persisted in. It has been used steadily for a number of years and is unlike any other campaign. Nor is it easy to imitate. But what of illustrations for Snowdrift when color was not possible? "Why not," was asked, "make the line pictures carry on with this same atmosphere of delicate



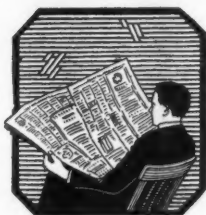
National food advertisers
are increasing their prefer-
ence for The Journal in
Minneapolis. These
figures show the prefer-
ence:

	LINES	PER CENT
January	5,956	17 $\frac{4}{10}$
February	3,327	8 $\frac{8}{10}$
March	8,490	15 $\frac{4}{10}$
April	12,756	26
May	18,005	38 $\frac{5}{10}$

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

Readability



HISTORY was dry and musty till Hendrik Wilhelm Van Loon made it as simple as a comic strip. It is the readability of the Three Sunpapers that has made them Baltimore's *first* newspapers in the morning, in the evening and on Sunday.

Steadily increasing circulation must mean Baltimoreans like them.

Steadily increasing advertising must mean advertisers find that they can make money using them.

Here's the circulation record for May, 1923:

Net Paid Average

248,133 Daily (Morning and Evening),

181,254 Sunday—

A gain of 15,400 Daily and 21,300

Sunday—over May, 1922.

Everything in Baltimore Revolves Around

THE
MORNING



EVENING

SUN
SUNDAY

JOHN B. WOODWARD
Room 1513, 110 E. 42nd St., New York

GUY S. OSBORN
Tribune Bldg., Chicago

BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER"

In what states are farmers buying cars?

Due to changing conditions in agriculture, the recognition of which is of utmost importance to advertisers of every class, the center of rural automobile buying has shifted eastward during the past three years.

The *Farm and Home* Bureau of Commercial Research has made a careful study of the situation as it exists today, and has prepared a report which should be very interesting to manufacturers of automobiles and of automobile tires and accessories.

Advertisers and advertising agencies interested in this subject may have a copy of the report on request.

FARM^{AND} HOME

The National Magazine of Rural Life

PHELPS PUBLISHING CO., Publishers
SPRINGFIELD, MASS.

5 South Wabash Avenue, Chicago

456 Fourth Avenue, New York

An Eye-Opener for Some Publishers

How Some Press Agents Are Soliciting Business at the Expense of the Prestige and Advertising Revenue of Publishers

By Paul H. Rhodes

PUBLISHERS of newspapers and periodicals have a great many salesmen whose names they do not know. We refer to the press agent. They are selling space in newspapers and periodicals at whatever price they can get for it. We should have said they are stealing it; for the publisher gets no cash return from their sales.

Of course the publisher gets something—he gets some space filled, but we shall refer to John Benson, president of the American Association of Advertising Agencies, on the value of such space filler. Here is what Mr. Benson said in speaking of press agency not long ago:

"This is an evil which everyone admits should be stopped. It undermines the editorial and therefore the advertising influence of the press. People lose confidence in a paper which prints items inspired by an advertiser, unless such items have a distinct news value. To influence the printing of such items by advertising patronage undermines editorial self-respect. It is an undertaking to which no agent can properly lend his support."

The wise and experienced publisher agrees readily with Mr. Benson. It is the publisher, and the publisher alone, who can stop the plunderers of his editorial columns. For the effort that he spends to keep the press agent out he will be reimbursed many fold by increased advertising revenue. The solicitations that press agents make to secure business prove this assertion.

How many publishers have ever come across an actual solicitation of a press agent? How many realize that there are press agents who in their solicitation actually guarantee to deliver to their clients or prospective clients space

in newspapers and periodicals that they list by name?

There is an eye-opener here for publishers.

Not long ago a certain industry banded together for a co-operative advertising campaign in newspapers. After the campaign had run its course for a year the committee in charge called for new ideas. A press-agent organization stepped forward to compete with advertising agencies. It informed the committee that advertising was unnecessary and submitted a detailed list of magazines, business papers and newspapers in which it promised to deliver space.

One of the advertising agencies that this press-agent organization sought to compete with was so amazed at the audacity of the solicitation that it submitted the facts to a number of the publications in which the press agent promised to deliver space. Telegrams, letters and calls from indignant publishers soon ended that particular press agent's hitherto effective solicitation.

Though this action squelched the press agent's plans, it must be said that the industry involved has not yet resumed its co-operative advertising. Perhaps its advertising committee still believes that a press agent can do the work instead of an advertising agency.

This is one form of press agent solicitation. There is another one that says "ours will not replace your advertising, but will be an auxiliary to it."

From an advertiser of some years' standing we have obtained the original of a letter that falls into this classification. Here is the letter:

"Space in news columns is worth about twenty-five times as much as advertising space because the great bulk of readers of the

daily papers read the news and neglect the advertisements. This point you can readily check by asking a number of men what they saw in the paper this morning. They will tell you the news, and maybe the names of some of the advertisers, but that is as far as they can go. Furthermore, the great bulk of the people in this country secure all their ideas from the news columns of the daily papers. It is estimated that 99 per cent of the people have their minds made up by what they read in these papers.

"There is another point well worth considering. The public knows that the arguments advanced in paid space are the regular stock arguments of the advertiser, and as you know the majority of us meet the seller's argument with a natural mental reservation.

THE PLAN OF ACTION THROUGH THE USE OF PUBLISHERS' SPACE

"What we propose to do is to educate the public through the news columns in such a way as to make them fairly familiar with the scope of the company whose securities you are about to offer. At the present time, advertising is put in the paper when you wish to sell an issue. In this advertising, anyone who is interested is asked to write for circular 'PXQ,' which in reality gives them very little information. As an example of the way this work would be done, we would presume that you had purchased an issue of Montreal Harbor Bonds. Before you offer these, we would start a series of stories giving details on Montreal's Harbor, its facilities, revenue, the country which it feeds and which is fed by it, the steamship lines operating from there, its construction, management and history. Many of these items could be worked up by a competent news writer into a real news article such as would be accepted by any city editor in New York. This would not only appear before your advertising, but concurrently with it. Consequently a man who had \$500 or \$1,000 to in-

vest, would have a favorable idea of Montreal Harbor and a real knowledge of the way it works. When he saw that you were advertising, he would have his own definite opinion of the worth of these securities, instead of merely your reputation as a house of issue. In this way, you would be securing new names, which every investment banker is glad to get and at the same time would be securing new business and stabilizing the particular issue by putting it directly into the hands of the consumer.

"The cost of such a program, of course, varies with the work to be done. On a million dollar issue, one twentieth of one per cent or \$500 would cover the service. This rate would be smaller on larger issues. We would like to have an opportunity of proving our ability to do this and stand ready to do so in any way that you think fair, even going as far as charging for the number of lines of news produced.

"Now that you have our ideas on the subject, we would appreciate receiving yours."

The various points that this press-agent solicitation sets forth, such as for example that a write-up in news columns does better work than the effort of a trained advertising man in paid space, have been discussed before in **PRINTERS' INK**. There is no need of a *seriatim* discussion of this letter of solicitation.

The idea that is here stressed is this: Well organized selling efforts are being made by press agents in which the delivery of space is being guaranteed at the expense of the prestige and advertising income of publishers.

The publishers' task is to make that guarantee impossible. The task is hard, but it can be done.

Burr E. Lee, Advertising Manager, Milwaukee Bank

Burr E. Lee, formerly of Usher, Lee & Puerner, Milwaukee advertising agency, has withdrawn from the firm to become advertising manager of the Second Ward Securities Company, and the Second Ward Savings Bank, both of Milwaukee.

June 28, 1923

PRINTERS' INK

51



—dressing up on Sunday

*A*PPLY human nature to your advertising.

Throughout the week you reach St. Louis through her largest daily. On Sunday another advantage is yours—the luxury of Globe-Democrat Rotogravure.

It's like dressing up in new raiment to impress St. Louis in her best mood. Your message assumes a new dignity. . . . You strengthen old friendships. You form many new ones.

Beautiful pictures, beautifully reproduced, are closing thousands of new sales every week in this responsive market.



St. Louis
Globe-Democrat
Rotogravure
Section

J. CARR GAMBLE, Advertising Manager

Texaco Products Use Trade Character in Farm Papers

A farm-paper campaign on Texaco liquid wax dressing is being made by The Texas Company, Houston, Tex., maker of Texaco petroleum products which include a score of special oils and greases, Texaco Crystalite kerosene, Texaco home lubricant and Texaco Texwax.

The liquid wax dressing has been marketed for several years by means of booklets and direct-mail advertising, L. A. Jacob, superintendent of the advertising division, informs **PRINTERS' INK**. The farm-paper campaign indicates a greater sales effort. Future plans are incomplete as yet.

All the advertisements mention a booklet, "Mrs. Goodwin's Texaco Shelf," which is mailed on request. In this booklet, in an entertaining style, Mrs. Goodwin shows a marveling friend over her well-kept home, ending with the shelf of Texaco products, her house-keeping panacea. The second half of the book is devoted to directions for the various uses of the Texaco home products group.

Advertises Medicinal Properties of Prunes to Nurses

The medicinal value of prune juice is being emphasized in the advertising of the California Prune and Apricot Growers Association in publications reaching the nursing profession. "A fine, fruity laxative-drink that patients relish," reads the headline. The copy talks in the language of the nurse and doctor and then tells how to make the juice. It also points out that the pulp may be used for prune whip, prune soufflé, etc.

A Canadian Shrine Is Advertised

The Canada Steamship Lines in recent newspaper advertising devoted its copy to a description of Ste. Anne de Beaupre, "one of the world's greatest shrines." Various views of the cathedral, the shrine, the crowds entering the church, the relics, etc., were shown, and statistics given regarding the rebuilding of the Basilica, partially destroyed by fire in 1922. A short, historic sketch of the founding and building of the original church was included and a map of the water route supplemented the description of the trip.

Farm-Paper Campaign for Limestone Fertilizer

The Michigan Limestone & Chemical Company, of Buffalo, N. Y., and Roger City, Mich., manufacturer of agricultural limestone for plant fertilizing, will begin in July a campaign of advertising in agricultural papers. Back covers will be used. This advertising will be directed by the E. P. Remington Advertising Agency of Buffalo.

Summer Underwear Advertising Promotes Winter Sales

In advertising Hanes summer underwear, the P. H. Hanes Knitting Company, Winston-Salem, N. C., is keeping before the reader its winter product.

At the bottom of one piece of copy there is a line reading, "Next winter you'll want to wear Hanes winter underwear." The advertisement lists and illustrates the fine advantages of the Hanes product, shows the label and gives a guarantee.

Hanes also does not overlook its youthful consumers, reminding the reader that its product is made for little fellows from 2 to 16.

Insurance Company Advertises Home Territory to Vacationists

The Glens Falls Insurance Company is taking full pages in several of the larger insurance papers to advertise Glens Falls as "The Gateway to Vacation Land." Illustrations depict the beauties of Lake George, Mirror Lake and Lake Placid, as well as the section of Glens Falls village where the company's home office is located. Historic Cooper's Cave, described in "The Last of the Mohicans," is also shown.

Burton-Dixie Buys Robinson-Roders Company

The Burton-Dixie Corporation, Chicago, Burton mattresses, has taken over the business and plants of the Robinson-Rodes Company, Inc., Restwel mattresses, pillows and bulk feathers, also of Chicago. Manufacture of that line will be continued.

Young & Ward Add to Staff

A. J. Beck has joined Young & Ward, publishers' representatives, as Kansas City representative.

George W. Stearns also has joined Young & Ward as Eastern manager. His headquarters will be at New York.

Banking Journal Appointment

Robert Banghart, Chicago, has been appointed Western representative of the *Journal of the American Bankers' Association*, New York. His territory includes Illinois, Indiana, Michigan and Wisconsin.

Joins The Cargill Company

C. E. Rowley has resigned as advertising manager of the Novo Engine Company, Lansing, Mich., to join The Cargill Company, printer and engraver, Grand Rapids, Mich.

Novo Engine Company Appoints R. P. Ostrander

Russell P. Ostrander has been appointed advertising manager of the Novo Engine Company, Lansing, Mich.

First in Chicago

(In Musical Instrument Advertising)

Youth is never too solemn or too sophisticated for the thrill that comes from the deep-toned summons of the saxophone, the clarion call of the cornet, or the romance of tinkling piano keys.

No one knows better than the experienced advertiser of musical instruments the need of keeping his message constantly before the eyes of such readers. And because the Evening American is the favorite Chicago newspaper of young people—people under forty and those who THINK under forty—it leads the field in musical instrument advertising.

In 1922 the Evening American printed more musical instrument display advertising than any other daily newspaper in Chicago. The Evening American's lineage score of 362,068 exceeded by 36,759 lines that of the Daily News and by 83,131 lines that of the Daily Tribune.

During the first five months of 1923 the Evening American again led all Chicago daily newspapers in this very desirable classification, having a lead of 37,175 lines over the Daily News and 11,962 lines over the Daily Tribune.

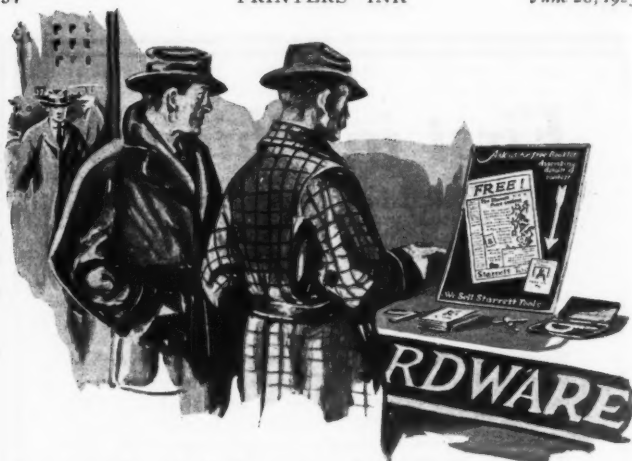
If there is one kind of advertising over another that is of distinctly family appeal, surely it is the kind that sells musical instruments.

This is an emphatic endorsement of the HOME APPEAL of the Evening American from a group of advertisers who know how and where to sell their merchandise.

CHICAGO EVENING AMERICAN

A Good Newspaper

First in circulation among afternoon newspapers in Chicago and third in America



A technical product and what was done for it

NOT all of the vast group of mechanical men read the magazines published in their own trade fields, but practically 100% of them read newspapers.

Newspaper advertising, therefore, is a good method of selling these men the small tools and personal equipment each good machinist requires.

But simply because newspaper advertising has not been traditional, manufacturers have been slow to take advantage of this effective selling method ready to their hands.

The L. S. Starrett Company broke away from tradition and used a newspaper campaign to make its tools better known to the public and to back up their trade-paper advertising.

Mr. Findlay, the Manager of L. S. Starrett's Sales Department, states that the *NEW YORK EVENING JOURNAL* stands easily first in the degree and quality of co-operation given his Company among the forty odd newspapers used.

"Mikes," crayons, nursing bottles, fish cakes, face powder, cereals or footwear—anything that a manufacturer wants to sell the general public, can be sold through newspapers; can be sold better through a large circulation than through a smaller one and can be sold best through the largest daily circulation in America.

*L. S. Starrett
Co.—a Walter B.
Snow and Staff
account.*

NEW YORK EVE

Largest daily circulation in America

June 28, 1923

PRINTERS' INK

55

THE L. S. STARRETT COMPANY

MAKERS OF FINE MECHANICAL TOOLS

NEW YORK
90 & 92
WEST BROADWAY
CHICAGO
17 30 JEFFERSON ST.

E. A. HALL, PRESIDENT.
W. C. HINE, VICE-PRESIDENT.
FREDERICK T. FINE, TREASURER.
CARL A. HARRIS, STARRETT, ATHOL, MASS.

LONDON
30 & 37 UPPER
THAMES ST.

ATHOL, Mass., U.S.A.
April 18, 1923.

To New York Evening Journal,
New York,
N. Y.

APR 21 1923

Gentlemen:

This is to express our appreciation of the co-operation you gave us in putting our Prize Contest across among the Hardware dealers of New York.

As you may know, the brief campaign which has just closed was practically our first experience in the newspaper field and naturally we have watched closely the degree and quality of the co-operation given us by the various papers. It is a pleasure to be able to tell you that the EVENING JOURNAL stands easily first in this respect among the forty-odd newspapers used.

Again thanking you for your efforts in our behalf, we are,

Very truly yours,

DP.HMB

THE S. L. STARRETT CO.
By D. FINDLAY, Manager of Sales Dept.

Every manufacturer who wants to know how to increase sales or establish his product economically in America's largest market, can do so by writing to the Evening Journal's Merchandising Service Department, 2 Columbus Circle, New York City.



NING JOURNAL

—and at three cents a copy



For your next "big story"

THE announcement of an advertising campaign, or a change in policy; word to the trade of an addition to the line; an important letter to the sales force; "double-extra" news of this sort calls for a **Giant Letter**.

The **Giant Letter** is an enlarged fac-simile of a typewritten letter. It is impressive. Its size alone is enough to secure attention and for this reason, it is a first class vehicle for a really important message.

Giant Letters, by photo-offset process, are practicable in lots of 100 or 100,000. They can be printed in any number of colors, on Bible stock or on any weight of bond, offset or machine finish stock. Marginal notes or line sketches can be included at no extra cost.

All we need from you is one of your letterheads and the manuscript copy of the letter. We will do the rest, including the mailing, if you so desire.

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GIANT LETTERS

Advertising Takes a Product Out of the "Free Deal" Class

Maker of Romance Chocolates Gets Prompt Action from National Advertising Campaign That Lifts Its Business Out of the Private Brand Classification

By Henry Burwen

THERE are a number of interesting angles to the national advertising campaign on Romance Chocolates being conducted by the Cox Confectionery Company of East Boston, Mass.

This company is one of the newest converts to national publicity. The campaign which has been under way since the first of the year comprises full pages and half pages in fifteen general publications, many in color.

The advertising is unusual in the nature of its appeal; the merchandising campaign back of the advertising has some aspects that are different from the ordinary; and the results are perhaps more striking than customary when a product sets out to create widespread popularity for itself.

To the Cox Confectionery Company the most striking feature of the whole proposition is the way it has changed its status with the trade—the way in which it has removed its product from the "free goods" class and has put it on a basis where the company can merchandise something besides mere prices. It has put the company into a position to go both to jobbers and dealers with a message of success in merchandising, a message of turnover. No longer does the sale hinge on the discussion of a possible extra discount, by means of a free-goods deal or otherwise. Free deals are taboo, unnecessary. Making private brands, too, with this company, is a thing of the past. As a result of the advertising the entire capacity of the factory is devoted to turning out Romance chocolates. Another plant is being built; and this after but a few months under the new policy.

Advertising of Romance chocolates is developing a definite demand, a condition where the public is calling for the goods by name. It doesn't take many calls upon a retailer to make him feel that he must have the goods in question, and so this campaign has reflected itself immediately in the attitude of the retailer and has made it comparatively easy to introduce the line to thousands of new outlets.

OVERLOOKING IMMEDIATE RETURNS FOR BIGGER PROFITS

E. R. Rickets, vice-president of the company, related one incident which is merely illustrative of many, to show the ways in which the advertising works. A certain jobber called at the plant to discuss a proposition for putting up goods under his own label. This the company could not consider; it had in the past done more or less business of this sort, but without a great deal of satisfaction to itself. It was a rare thing for a private brand to last more than a year or two, and the business was not very profitable. As a result of the demand created by the advertising, the company is able to concentrate its full facilities upon its own brand. Mr. Rickets talked to this jobber about the advisability of taking on the Romance line.

The jobber admitted that he changed his brand every year or two so that he and his salesmen could start out with a fresh enthusiasm, have something new to talk to the dealer about, and so on. In contrast to this Mr. Rickets pointed out the desirability of concentrating upon a standard advertised brand upon which a permanent future could

be built. The jobber couldn't see it and left, but took with him a sample box of Romance chocolates. This he turned over to his sales manager, who, just starting out on a trip and not having time to inspect it, put it in his sample kit. Arrived at the store of a certain retailer, he opened his case and laid out his samples on the counter, setting the Romance box

ranged to take on the Romance line. Incidents like this, with variations, Mr. Ricketts' says, are happening all the time.

The Cox people have started with a distribution which is national, but by no means thorough, and with the aid of the advertising reactions of both public and dealers are building upon that distribution as a nucleus. Mis-

sionary work is being done in territories as fast as they can be reached. There has been, however, no nation-wide simultaneous canvassing of territories. Sales work is being done in the usual manner, although somewhat more intensively.

"There is no trouble," said Mr. Ricketts, "in opening up any town where our sales forces go. Before, it was a case of fight and argue and mention free deals when the dealer replied he was loaded up. Now it is entirely different; the usual dealer's objections don't count. We can, practically speaking, pick our outlets."

Connections, too, are constantly being made with new jobbers and excellent re-

sults are being secured even without the aid of missionary work. Jobbers are given restricted-territorial agencies, as in the past, except in certain cities where the business is in the hands of many small jobbers and there is no predominant outlet.

The company started its advertising last September with a try-out campaign in a group of magazines, simply to get an idea of what advertising might do. For ten years it had been doing business along conventional lines, distributing through jobbers and making sales wherever and whenever possible. Free



*From the most critical group
in America to people the country over*

25¢ a pound for Romance
chocolates. If you have not
seen one, go to the store and
ask for it. It is the most
popular of all chocolates.

THAT box of candy you give him
can you always be sure it is "right"?
Here is how: it is your opportunity to make
a gift that has become the choice of the
most critical group in America.

Today Romance Chocolates are so
famous to a wider public—on every one of
the hundreds of thousands who attend to
fine candy counters wondering which box
to choose.

Your collection or your display has
Romance Chocolates. Here there is
refinement and respect. Creamy chocolate can-
dies, pure mints, nuts and butter-fruit
and cream centers! All unguessed from
the finest ingredients. They range from
10¢ to \$1.00 a pound. Cox Confectionery
Company, East Boston, Mass.



ROMANCE CHOCOLATES



IT IS EVIDENT THAT THERE IS NO ATTEMPT HERE TO
MERCHANDISE THE PRICE OF THE PRODUCT

off to one side. At this point a lady came in, and seeing the box of Romance chocolates, exclaimed to the retailer:

"Oh, I see you have Romance Selections—I'll take two boxes, please!"

"No," answered the retailer, "that box is this gentleman's sample; but I have some coming in!" Later the dealer explained to the sales manager: "That lady is one of the best candy buyers in town, and I want her trade; I've never been able to sell her candy before."

Two weeks later the jobber was back at the Cox factory and ar-

MEMBER ASSOCIATED PRESS

MEMBER A.B.C.

Desirable Patrons

Myron Green, President and General Manager of the Myron Green Cafeterias Co., Kansas City, Mo., recently wrote us a letter telling of good results obtained from advertising in *The Christian Science Monitor*. One paragraph of his letter reads as follows:

"We find that our guests derived from this medium are above the average in desirability and that their purchases are also above those of the average customer."

Other advertisers have made similar interesting comments regarding the class of patrons attracted through *Monitor* advertising.

The readers of the *Monitor* desire the best that the market affords, in goods or service, and they know they may find trustworthy guidance in the *Monitor's* advertising columns.

The **Christian Science Monitor**

AN INTERNATIONAL DAILY NEWSPAPER

*Publication Office, Boston, Mass. Branch Advertising Offices
in New York, London, Chicago, Cleveland, Kansas City,
Los Angeles, San Francisco and Seattle.*

goods deals were the strongest sales argument. It was a quality line, to be sure; but others talked quality too. A jobber or retailer might place an order for Romance chocolates today; next month he would place an order for some other line because somebody offered him a little extra discount or because another salesman happened along with a free-goods offer that he couldn't resist.

The Cox Confectionery Company thought there might be an opportunity to get away from this sort of business via the route of advertising. "The candy business," said Mr. Rickets, "is what I would term an under-advertised field. There are few nationally advertised and nationally distributed brands. It has been more or less of a local business. There is considerable strong local advertising. Many districts have certain local favorite brands.

"Dealers often carry half a dozen different brands, and either have a limited variety of each and are unable to make a strong appeal to the public, or they carry too much stock, turnover is slow and goods lose their freshness while waiting for sales. And the dealer is constantly besieged with price propositions, free-goods offers, which he is unable to resist and which keep him constantly changing his lines and loaded with merchandise.

"Dealers would be better off if all manufacturers were to eliminate free deals. They load him up, tempt him to buy things that he shouldn't. With the competitive conditions under which we were working before we commenced advertising, these things were perhaps necessary; but advertising is much the better way.

"The try-out campaign, with the limited group of publications, showed prompt results. Our salesmen talked salability and turnover. We felt a considerable stimulus in our business. Retailers commenced to use our window displays; they had a definite reason for doing so. We commenced urging the trade to adopt a policy of carrying but one or

two lines—advertised popular lines that the public would want—and push them for all they were worth. We commenced advising them to pass up the tempting price offers and the free-goods deals. We urged them to buy salability rather than mere merchandise.

"Results were such as to encourage us to go ahead with a larger campaign and extend our sales work along the same lines. The original campaign had immediately put us on a strong basis where it was not necessary for us to sell on the usual basis. And the few months that the larger campaign has been running has strengthened this position very materially."

The copy in this Romance chocolate campaign is really capitalizing the heretofore limited distribution, by pointing out that what has been available to a comparative few is now possible of purchase the nation wide. "From the most critical group in America to people the country over," reads the headline of one full-page advertisement; while in the copy it is stated:

Some years ago a new candy was put on the market in a small way. A few boxes were sold. And then a remarkable thing happened. Calls began to come in. They came in increasing numbers. People were telling their friends, were giving the new candy as gifts.

Today Romance chocolates can be offered to a wider public; to every one of the hundreds of thousands who stand before candy counters wondering which box to choose.

Quite the reverse of a very common theme in advertising—that the goods in question are "sold everywhere"! There is here a shrewd play upon the appeal of newness. In spite of the alleged difficulty of changing buying habits, there is a large percentage of the people who will "try anything once." The new idea, the new article of merchandise appeals to their curiosity, and they want to sample it. After that it is of course up to the merchandise; although the subsequent advertising will help the merchandise in keeping its purchaser sold.

In merchandising the campaign

Available Through Detroit Sunday News Only

*Thorough
Coverage of
Detroit and a
Great State
Circulation*

NATIONAL advertisers who wish to cover the accessible rich state territory without sacrificing the great Detroit city circulation are more and more using The Detroit Sunday News.

The Detroit Sunday News has more than 90,000 State circulation and a thorough coverage of Detroit, itself. The nearest competitor's total circulation is considerably below the city and suburban circulation of The Sunday News alone.

The Detroit Sunday News lead in Sunday advertising for 1923 to May 31st was 617,274 lines, or more than 23% over its nearest competitor.

The Detroit News

More Than 270,000 Sunday, 280,000 Daily Circulation

The Largest Farm Paper

*Aggressive Young Farmers
Read The Farm Journal*



Mr. Cassel.

Mr. Cassel started as a farm hand and is now a director in the Penbrook Trust Company, Hershey, Pa. Beside acquiring land and livestock, he has acquired a wide reputation as a square dealer. He breeds and sells pure-bred Improved Chester White hogs.

It Pays and Proves It Pays

Circulation over 1,150,000

THE romance of self-made men never loses its fascination. C. E. Cassel moved up from "hired man" to renter, where he remained for seven years. In 1916 he bought an old run down farm, on which he paid \$500 down. In five years he sold out for \$10000. That money he put in another farm, which today stands him at more than \$25000, including stock and equipment. He put \$2300 into a steel and concrete hog house. He built a big poultry house, and a garage for his truck and car. He installed a lighting plant and water system in the house and barns.

As a breeder of Improved Chester Whites, Mr. Cassel's reputation has traveled far—not only because he has distinguished himself as a breeder of swine but because buyers have a most unusual faith in both his honesty and his judgment.

"The only farm paper I received during the first four or five years was The Farm Journal," says Mr. Cassel. "My grandfather sent it to me as a Christmas present but never realized how much we appreciated it. It was one of the very few things that I ever got without working for it. We now have three children and every one of the family enjoys reading it."



Believed In for 46 Years

to the trade, the company is capitalizing upon its jobber distribution.

In a portfolio prepared for the trade, it is stated: that if a dealer handles a nationally advertised candy he usually finds he must buy it direct from the manufacturer who is often a thousand miles or more away; with jobber distribution and stocks kept on hand locally the retailer can buy in small lots as he needs them and can keep his stock properly balanced and his goods fresh.

Jobbers are urged to use the portfolio outlining the campaign as an entering wedge for interesting dealers with whom they have been unable to do business. It is suggested that with the portfolio he can approach such dealers and tell them he wants to discuss "not merely one candy as against another, but their candy problem as a whole."

Since this advertising started the Cox plant has been working full time; it is concentrating exclusively upon its own advertised brand where before a part of its facilities were devoted to private brands; and an enlarged plant is under construction. Does not the experience hold a helpful light before those who are advertisingly inclined, but hesitate to make the final step?

Bank Finds Travel Department Is Appreciated

THE Southwark National Bank, Philadelphia, established a special travel department about one year ago. It placed in charge of the department people who spoke several languages, had traveled extensively, and were familiar with foreign laws and customs. Their fund of information was placed at the disposal of both patrons and non-depositors.

The services offered, Morton J. Klank, vice-president of that institution tells **PRINTERS' INK**, are: Securing of tickets covering any itinerary; supplying letters of in-

troduction; making railroad, Pullman car, hotel, and theatre ticket reservations; looking after the forwarding and insuring of baggage, and securing all necessary visae from foreign consulates for which no charge was made other than the fees of the Consuls.

The service is advertised in several foreign newspapers. About the bank are displayed large color posters giving information as to rates, sailings, and reservations. The regular solicitors of the bank and direct mail call the attention of patrons to the facilities offered by the travel department. In a monthly publication, "The Southwark," special features of the service are explained, and complete lists are given of practically all the well-known steamship lines, with rates, sailings, accommodation charges, et cetera. Attractive leaflets furnished by the various steamship companies are freely distributed and also used as envelope stuffers.

The number of tickets sold during the first year by this department and the numerous letters of appreciation received from clients who have toured both this country and abroad, give ample assurance as to the desirability of retaining the service and speak well for its future success.

Knit Goods Account for John H. Dunham Co.

The Marinette Knitting Mills, manufacturer of women's knitted wearing apparel, with mills at Marinette and Oconto, Wis., has placed its advertising with the John H. Dunham Company, Chicago advertising agency. Business papers will be used for this account.

Thresher Service Appoints Albert M. Sterling

Albert M. Sterling has been appointed art director of Thresher Service Advertising, New York. For the last three years he has been with the Procter & Collier Company, Inc., Cincinnati advertising agency, as art director.

George H. Ely Dies at Chicago

George H. Ely, secretary and treasurer for more than twenty years of the Charles H. Fuller Company, Inc., Chicago advertising agency, died at his home in Chicago on June 19. He was sixty-nine years old.

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Why Eastman Kodak uses the All-Fiction Field

Advertising to Reach E

THE Eastman Kodak Company advertises to both the classes and the masses. Everyone likes to take pictures everywhere. Kodaks may be bought at prices to suit every purse. Some cost as little as \$6.50, others up to \$100.

What more logical advertising medium than the All-Fiction Field could be found for Kodaks? All-Fiction magazines—like Kodaks—appeal to young and old, rich and poor, men, women and children.

The Eastman Kodak Company this year is using seven pages in the All-Fiction Field.

Over 2,000,000 Circulation for

All-Fiction

The Field of

ch Everyone-Everywhere



Kodak as you go

All roads lead to pictures—the quiet lane just as surely as the busy highway.

With your Kodak tucked beside you, you have only to pick and choose—and press the button.

*Autographic Kodaks \$6.50 up
At your dealer's*

Eastman Kodak Company, Rochester, N. Y., *The Kodak Girl*

Circle for \$2700 a Page

etm Field

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NATIONAL ADVERTISERS

WHO HAVE USED THE ALL-FICTION FIELD IN 1923

American Chiclé Co.	Henber Company
American Sole and Leather Tanners	Holcomb & Hoke Mfg.
American Boy Magazine	Ingersoll Watch Co.
American School	S. C. Johnson & Son
Cocoa-Cola	George J. Kelly
Cox Confectionery	Larkin Company
Cheney Cravats	Lambert Pharmacal, Inc.
Chevrolet Motor Co.	Earle E. Liederman
Colgate & Company	Lyon & Healy
Century Chemists	Michigan State Auto School
Coyne Engineering School	Munn & Company
Chesterfield Cigarette	McKesson & Robbins
P. F. Collier Books	Marmola Co.
Columbia Mortgage Co.	Metropolitan Life Ins. Co.
Dentinol & Pyorrhocide	L. C. McLain Sanitarium
E. I. Du Pont de Nemours & Co.	C. J. Mussehl
Detroit Show Card	National Academy of Commercial Art
Dictograph Products	Oliver Typewriter Co.
Eastman Kodak	Othine
Elto Outboard Motor Co.	Piso Co.
Eveready Flashlight	Plapao Laboratories
Forhan Co.	Prudence Co.
Federal School of Designing	Shawknit Hosiery
George M. Forman Co.	F. A. Stuart, Co.
Mary T. Goldman	Sheik Ring
Gibson Mandolin & Guitar	Slingerland School of Music
Garden City Pub., Inc.	Shipman-Ward Mfg.
Hupmobile Motor Car	Tifnite Company
Hinds Almond Cream	United Gov't. Trg. School
Hewes & Potter	Whiting-Adams Brushes
Horsford's Acid Phosphate	Whittemore Brothers

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Sales That Are Lost by Reason of Neglected Opportunities

Why the Grocer Has Lost Coffee Business—An Example That Points a Moral

WHAT is the matter with the retail grocery business? Judging from all the controversies that are going on about it, many of which are frequently reflected in the pages of **PRINTERS' INK**, there must be something wrong with it. At the same time there may be nothing wrong with it. Probably the grocer is no worse nor better than any other class of business man. Probably all that is wrong with him is that, like the rest of us, he fails to live up to all his opportunities. That he does fail in this there is no denying.

The opportunities a grocer misses are apparent to even a casual observer. At the convention of the National Retail Grocers' Association, held at St. Paul, Minn., this week, Charles A. Clarke, president of the National Coffee Roasters Association, delivered a speech in which he pointed out at least one opportunity of which the grocer does not seem to be making the most. He said in part:

"The National Coffee Roasters Association, and especially its officers, have been looking forward to this meeting with interest and hope, and we have watched very closely the evolution that is taking place in food distribution. Our committee has been studying the situation carefully, has been keeping pace with all new phases, and as a result, we are more than ever firm in the belief that the opportunity today is just as great and the chances of success are just as good as ever for the *efficient* independent retail grocer.

"So confirmed are we in this belief that we did not altogether halt our own activities while waiting for your association to complete the Better Grocers Bureau. I am proud of the fact that our association was one of the first—

if not *the* first—national association to take practical steps toward solving this distribution problem. Many of you are no doubt familiar with what we call our partners' booklets. These booklets are issued by our association, first, because we want to make it known to every independent retailer in the country that the Coffee Roasters Association realizes that the retailer is facing many serious problems; that inasmuch as he is our main and perhaps logical distributor, his problems are our problems, too; that his success means our success; hence, we are really his partners in business—silent partners, if you please—but still partners, and that as such we want to shoulder a part of his burdens and wish to make good, as far as we may be allowed to, on this partners responsibility. This is the underlying thought of these booklets.

"If our association had the means it would mail from its main office in New York a copy of each issue of the partners' booklets to each of the 350,000 food retailers in the country. We are therefore depending upon our members for the distribution. Many roasters enclose these booklets with their mail and invoices, and in this way we are getting a distribution of about 150,000.

"We realize, of course, that your Better Grocers Bureau is a much larger movement than ours. I am hoping this convention will have the opportunity of considering and then of acting upon the plan, and that it will prove to be a larger movement than we anticipate, a much better and more immediately effective method for the co-operation of manufacturer, jobber and retailer than any plan that has so far been suggested. If it so proves, I can rather defi-

nately promise you in advance that the National Coffee Roasters Association will be ready to join in the movement and to give it its heartiest support.

"There seems to me to be a very special meaning in the expression 'Better Grocers' in relation to the retail marketing of roasted coffee. There was a time, not so long ago, when the retail grocers sold all the coffee to the consumer. Later, six or eight years ago, things had changed to such an extent that some reliable authorities estimated the retail grocers sold then not over 40 per cent of the coffee consumption, all the rest having gone to the wagon route men, mail-order houses and special tea and coffee stores. In the last four years another turn came and there has been a very decided improvement in coffee sales by the retail grocer, but the exact figures as to the present division of the business are not known to me.

"Why did coffee business ever leave the retail grocer at all? Every 'Better Grocer' knows that coffee is the most important item in the grocery line, not necessarily the most important in sales volume or in profit, perhaps in neither respect. It is the most important because it can be made the best trade builder and trade holder. Show me a grocer who has built up a good custom on his coffee and I will show you one who has also a good custom on the general grocery line. Coffee custom brings and holds the custom of other items. I will not take your time to point out in how many ways so many retail grocers have failed to appreciate this fact, yet I do wish to avail myself of this opportunity to make a few general statements.

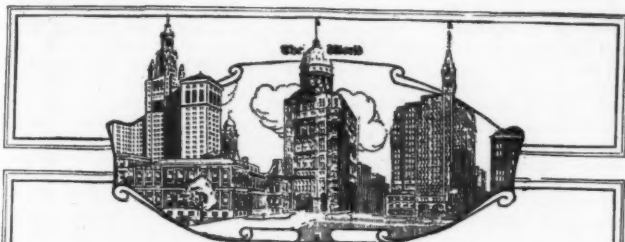
"The consumer buys coffee purely on confidence, confidence that he has in you or in the manufacturer of the brands you carry; purely confidence; because the average consumer knows practically nothing about coffee that would guide her or him in selection. What does this attitude on the part of the consumer call for from you if not the greatest care

in your own choice of brands and qualities? Yet how many retail grocers today are governed in their buying largely by price alone, often knowing little or nothing about the real cup quality of their purchases?

"Consumers' coffee tastes differ. More perhaps than tastes differ in other food articles. The inroads that the wagon route man and the tea and coffee specialty stores have made on the grocers' coffee sales in the past were due very largely to the efforts of the former group in satisfying the taste of the individual consumer and family. It was, and is, their custom to follow up each customer until that customer is finally satisfied with the goods. Does the average grocer take these pains? Or does he not usually forget each coffee sale as soon as it is made? It isn't much trouble and it seems to me that it belongs definitely to good merchandising, first to inquire of each coffee customer as to preferences and then to follow up the sale until you know that this preference has been satisfied.

FRESH COFFEE STOCK IS ESSENTIAL

"'Better Grocers' know that only freshly roasted coffee can give satisfaction. That one cannot make a truly good cup of even very best qualities and best grades once they have gone stale. Not a single one of the competitors of the retail grocer for coffee business would even consider delivering stale coffee to his customers, and, least of all, the large chain stores that have developed a big coffee trade. The coffee stock in the retail grocery stores *can* certainly be kept fresh, but I doubt if it is so in the average store today. How can it be, so long as dealers spread their purchases over so many brands of approximately the same quality? Personally, I have known many dealers with moderate volume of business handling eight, ten, twelve or fifteen different brands, all of which sell at about the same price. It is not possible to carry so many grades and keep them all fresh and in first-class



*Until recently, there were three
liberal evening newspapers in New
York, THE EVENING WORLD, The
Evening Post and The Globe.
Today there are two.*

Added to the staff of
THE EVENING WORLD are:

TRISTRAM WALKER METCALFE
School Page

WALTER CAMP
Football

H. I. PHILLIPS
"Globe Trotter"

STUART P. WEST
Financial

GEORGE T. HUGHES
Investments

The wireless and cable service of the
Chicago "Daily News" covering the
capitals of the world.

The tabloid SATURDAY RADIO MAGAZINE

The Evening World

MALLERS BUILDING
CHICAGO

PULITZER BUILDING
NEW YORK

FORD BUILDING
DETROIT

MARKET AND THIRD STS.
SAN FRANCISCO, CALIF.

TITLE INSURANCE BLDG.
LOS ANGELES, CALIF.

SECURITIES BUILDING
SEATTLE, WASH.

condition. Occasional calls for any given brand do not justify stocking it regularly. You cannot afford to stock any brand until the demand is sufficient to show you a proper turnover of the capital you invest. A small line of good roasted coffee with the right kind of salesmanship behind it is much more likely to build up a profitable coffee custom than the attempt to supply each and every brand for which there is occasional call.

"I realize your difficulty on this point and, therefore, wish to emphasize that your efforts to keep your coffee stock limited but fresh must have firm determination behind it. You will, of course, continue to have these occasional calls for various brands which you have not in stock and a certain amount of pressure will be brought to bear on you by your customers to stock them. In addition you will be continually opportuned by coffee salesmen to put in new brands and grades. I hope you will make your plans—will determine upon a small coffee line—will do the necessary things to keep it fresh—regardless of the pressure both customers and salesmen may bring to bear.

"You may think this strange advice from a coffee man, but, remember, I am speaking to you as president of the National Coffee Roasters Association, and what I say I consider is for the good of the whole industry. As a coffee roaster I can hardly back up this suggestion as strongly. You will realize that as the head of my own firm I cannot, for instance, instruct my own salesmen to count the number of coffee brands on each dealer's shelf as a first step and, in the event there should seem to be enough or too many brands in evidence, to walk out without making an effort to place also our own brand. Every other roaster is in the same position. It depends, therefore, on you alone to carry out firmly the policy of limiting your stock solely with a view of supplying your customers with fresh goods.

"Better Grocers' also know how important it is to price

coffee fairly. The old, and at one time, rather popular idea among grocers of making coffee the goat and saddling it with profit to make up for sugar and other staple sales at insufficient profit, and to make up for leaks of one kind and another, has long been exploded. By limiting your coffee stock and keeping it fresh and by buying often and securing rapid turnover of capital invested in coffee, you are in a position to make attractive prices which still leave a good profit, too. Let me also recommend in this connection most strongly that in fixing your prices on coffee you adopt the penny price system as you have already adopted in pricing butter and eggs. Coffees do not any longer need to be sold at either 35, 45 or 50 cents. I venture to predict that your customers will be better impressed if you mark them up or down in penny figures in keeping with the market changes, instead of maintaining the ten-cent price difference. The outcome will be more satisfactory and better for you in the long run."

Governor Richardson Again Heads California Press

Friend W. Richardson, Governor of California and publisher of the *Berkeley Gazette*, was re-elected president of the California Press Association at its annual gathering at Yosemite.

Other officers re-elected were: Justus F. Cramer, business manager of the *Orange Report*; Oran A. King, Jackson, secretary, and Robert W. Walker, Vallejo, treasurer.

St. Louis Pencil Manufacturer to Advertise

The Chappelow Advertising Company, St. Louis advertising agency, is starting a national advertising campaign for the Wallace Pencil Company of that city, maker of wood lead pencils. General magazines will be the chief mediums used, supported by painted bulletins, business papers and direct-mail advertising.

"Athletic World" Appointment

The *Athletic World*, Columbus, O., has appointed E. V. Hevey & Company, New York, as its Eastern advertising representatives.



© Pirie McDonald

Peter B. Kyne

Foolish—Like a Fox, a new Cappy Ricks story by Peter B. Kyne will appear in the August issue of Hearst's International Magazine. And this famous author will have a story to tell the readers of this publication every month thereafter.

Here again is evidence of the determination of the editor to make Hearst's International Magazine exemplify the best in modern literature.

Hearst's International Magazine
A LIBERAL EDUCATION

2—ON SELLING THE NE

The City of New York has: 5,62



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"TELL IT TO SWESNEY"
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NEW YORK MARKET

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New York City proper (five boroughs exclusive of metropolitan district) is more than *two* Chicagos, or *three* Philadelphias, or almost *six* Detroits, or more than *seven* Bostons, or almost *thirty* Omahas—in population. The largest city market in the United States, the most compact, the most concentrated, the most economical sales outlet. New York City people have

highest per capita income

of any similar group of city or state population in the United States. The average per capita income for New York City is from \$905 to \$930 per year (estimate of New York University Bureau of Business Research.) Most states have per capita incomes of less than \$800. This excess of average income in proportion to population is further proven by Federal income tax returns. In the year 1920 New York City had

9% income taxpayers

—with 5.3% of the total population of the United States; one-twentieth of the population reporting one-eleventh of all Federal income tax returns. In addition to the Federal tax New York State residents also pay an additional State income tax of 1% and up. Naturally, such a large and such a rich market requires extensive advertising campaigns.

es morning circulation in America!

—is to be found in New York City, in the Daily News—in excess of 600,000 copies each weekday. This gigantic circulation is 97% concentrated in New York City and suburbs. One of every three buyers of morning papers in New York City buys The News. The News today is a tremendous utility for merchandising and distribution in New York. Get the facts!

THE  NEWS
New York's Picture Newspaper

25 Park Place, New York

Tribune Bldg., Chicago

Henri, Hurst & McDonald

A D V E R T I S I N G

Chicago



THE women of America through national advertising have been educated to the superior features of Sellers Kitchen Cabinets. Today G. I. Sellers & Sons Company is one of the leaders in the furniture industry. We have had the honor of serving this efficient manufacturer for about six years.

The Henri, Hurst & McDonald News Letter, an unusual sales bulletin, is sent each month to our customers' salesmen. Many sales managers, advertising managers, and other executives, also, are regular readers of the News Letter. A copy will be sent at your request.

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Radical Methods That Quickly Introduced a Specialty

How the Tork Company Broke New Ground

By James True

NEWS value in advertising, as in all other forms of publication, is created by those who do things differently, exceptionally. That valuable asset, "the talk of the trade," is almost invariably started and sustained by that sales plan which is a radical departure from familiar methods, and if the plan is based on sound merchandising principles the talk is soon converted into orders.

Due entirely to the fact that all of its methods are contrary to the accepted and familiar practices of the trade and that they are practical, the Tork Company, of New York, has, within a few months, secured distributor-jobbing representation throughout the country. It has spent but little money on national and trade advertising; but due to the fact that its advertising has attracted, because of its novelty, the company finds that its sales are running far beyond the expected volume.

Personally and by mail, only two representatives have approached the trade; only two pieces of direct material have been used; but practically all dealers, surely all jobbers, and thousands of users and prospects are already familiar with the product. Last year, the company, anticipating its first year's requirements, placed orders for the manufacture of its specialty to the amount of \$200,000, at retail prices. On April 1, after only three months of selling effort, it was found that sales were developing three times faster than production.

The tendency of the average national advertiser is, obviously, to follow the beaten path of his line of business when merchandising new specialties. Usually he wants his sales plan to conform to the policy of his business and the traditions of his trade. He frowns

on any sensational departure from customary tactics and prefers to work along lines of his experience.

Conservatism of this kind may be preferable for a manufacturer of well-known goods, whose name is a recommendation to the public, and whose dealers will accept anything he makes in the way of new articles. But for the manufacturer who is not well known in a given field, a great deal of time and money can be saved by methods that are new, if they are practical.

The Tork Company was unknown because it was new. Its product is the Tork Clock, a time switch for turning on and off electric lights. Its field was supposed to be adequately covered by about twelve concerns who sell devices for the same purpose, several of which have been in the business for many years. Today, the Tork Company is undoubtedly as well known as any of its competitors.

The president of the company, E. Cantelo White, is an electrical engineer with an insatiable interest in selling. "The start we have made," he said recently, "has placed our business on an excellent foundation, and its success is due to the fact that we have merchandised our product regardless of precedent. I am sure that it would have taken us several years to introduce our specialty as thoroughly had we gone about it according to the selling methods usual in the business.

"Of course, we studied these methods. Then we studied other methods. And we decided to merchandise Tork Clocks as though they were the only time switches on the market, and we the only people in the business. In all of our methods—manufacturing, advertising, selling, distributing—we have attempted to conduct our

business in the best and most attractive way, and we have departed radically from many of the established standards of our field."

It is customary for most of the time switch concerns to assemble their devices. They buy clock movements from one manufacturer, switches from another, and cases from some other maker.

"When our designs and models were perfected," Mr. White said on this point, "we knew that any clock movement would not do. We required a movement that would deliver more power than is necessary for a clock; but we knew that a clock maker was the logical manufacturer of the time motor we must have. So we went to the Ansonia Clock Company, which was able to make us a special movement to carry the extra load necessitated by the operation of the switches.

"The manufacture of electric switches is a simple process, and we could see no reason why the clock maker could not furnish them. It was the same with the weather-proof cases and other parts. There were advantages in having the clocks made entirely and assembled in the same plant; so instead of shopping around and attempting to assemble ourselves, we gave the Ansonia people a contract to produce the entire Tork Clock for us.

"We could see no possible advantage in concealing these facts, although no time switch concern, as far as we were able to learn, had ever let it be known where

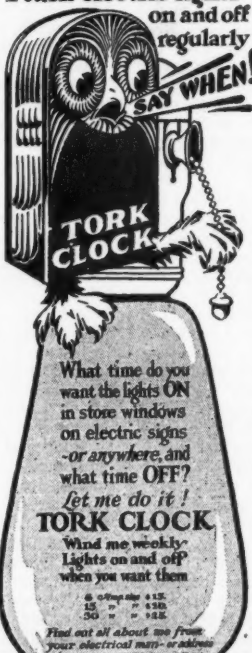
their goods were manufactured. It seemed to us that it was only fair to all concerned to state where our specialty came from, and we have advertised that the Ansonia Clock Company is the manufacturer of our clocks.

"Because of the fine reputation of this company, our acknowledgment has done a great deal, I think, in quickly establishing full confidence in our specialty. In the assembly, as well as in the making of the parts, we gain much from the experience of people who have been in the business of manufacturing clocks for a half century, and both the trade and the public are quick to realize the advantage."

When it came to pricing Tork Clocks, another departure from the beaten path was made. It was customary for the companies to sell agents under an exclusive territory contract, which usually netted a large margin of profit on the final sale. Many of the agents were not trained in, and knew little or nothing about, the electrical business. The clocks on the market ranged in price from \$22.50 to \$75 each to the user, and the average price was about \$50.

"It would be exceedingly distasteful to us," Mr. White explained, "to sell Tork Clocks or anything else on a low price basis. But we were convinced that time switches could be sold profitably through the electrical jobbers, and that Tork Clocks were ideal for that kind of distribution, because they are practically fool-proof and

**I turn electric lights
on and off
regularly**



TORK COMPANY
8 West 40 St. NEW YORK

EYE-COMPELLING ADVERTISEMENT
IN GENERAL MEDIUMS

Appreciated Results Service

A RECENT partial check of The Times-Picayune's files brought to light 324 letters or telegrams from national advertisers or their representatives voluntarily expressing appreciation of explicit service or results, or both.

The "A" file, for instance, comprised letters of commendation from the following, among others:

The Aluminum Cooking Utensil Company (Wear-Ever Aluminum Ware).

American Ever-Ready Works (Daylo Flashlights and Everready Storage Batteries).

The American News Company.

A. P. W. Paper Company (A. P. W. Towels and Toilet Paper).

American Radiator Company (American Radiators, Ideal Boilers).

Armour and Company (Armour Food Products).

Armstrong Cork Company (Armstrong's Linoleum).

Associated Rice Millers of America (Rice).

D. Auerbach & Sons (Chocolates and Chocolate Specialties).

Autostrop Safety Razor Company (Autostrop Safety Razors).

The 324 letters represent 173 national advertising accounts—an average of approximately two letters to each account. The Kellogg Company, which for three years has used The Times-Picayune exclusively in New Orleans to advertise Kellogg's Corn Flakes and Kellogg's Bran, has voluntarily written twenty letters expressing appreciation of results and service.

The Times-Picayune, leader of its field in total circulation, city circulation and trading area circulation, and leader of the entire South in advertising volume, maintains the largest and most highly organized merchandising bureau in the South. This bureau is at your service.

The Times-Picayune

FIRST FOR THE SOUTH

NATIONAL REPRESENTATIVES:

CONE, HUNTON & WOODMAN, Inc.

New York, Chicago, Detroit, Kansas City, St. Louis and Atlanta

Western Representatives:

R. J. BIDWELL COMPANY, San Francisco and Los Angeles

easily installed. If sold according to the usual plan our prices would be very much higher to the final purchaser.

"Our prices are based on costs and a fair margin of profit to distributors and contractors. We selected the most economical selling method, realizing that it would not require expensive specialty selling to supply our market, and



Get busy and install me.

My name is

TORK CLOCK

I turn electric lights on and off regularly

There are 1825

evening "window sale" hours in every year

— if the lights are on



Lot No. 1230 11 lamps 120 volts Double pole \$25.00
10 each—good case. Push-button

1115 11 lamps 120 volts Double pole \$20.00
10 each—good case. Push-button

1106 5 lamps 120 volts Single pole \$15.00
10 each—good case. Push-button

No. 1115 TORK CLOCK

Wind weekly On and off daily

They are telling about me in the *Saturday Evening Post* Send for complete Tork Clock bulletin and name of my nearest distributors

TORK COMPANY a West 40th Street NEW YORK

STOREKEEPERS BECOME INTERESTED IN
THE CLOCK THROUGH ADVERTISING
APPEARING IN TRADE MEDIUMS

we knew that the market would be very much greater at the lowest prices we could profitably quote. Therefore, prices on the three sizes of Tork Clocks are \$15, \$20 and \$25, and we are stating them in all of our advertising.

"As soon as Tork Clocks were announced," Mr. White continued, "we received many orders and inquiries as to exclusive propositions from agents all over the country. The orders we referred to our electrical jobbers, and we notified the agency seekers that our products were distributed through the regular channel for electrical specialties.

"We soon found that we were not operating according to Hoyle. One of the first large electrical distributors we approached in New York was greatly interested in Tork Clocks, and frankly stated that he thought his company could handle them to advantage. But when it came to placing the order, he asked us with some apprehension how many clocks we would require him to stock.

"He seemed much relieved and somewhat astonished when we told him that we would not require him to take any, and that we expected him to order only what he knew he could sell in a reasonable time.

"Regardless of custom, we prefer to sell all of our merchandise in this way, and we are contrary again in selling only a small proportion of our possible customers. Out of 600 recognized electrical jobbers in the country, we are selling 150. In Greater New York we could sell twenty, at least; but we are confining our sales in this territory to eight.

"As a result, credits give us no concern, and our distributors all have enough business on our product to make our proposition interesting to them. We have enough distributors now to give us ample representation according to the density of the various territories. Our distributors create business on Tork Clocks, and we protect them against unreasonable competition.

"Many believe that in selling every possible distributor, business is stimulated by one trying to take business away from another; but we do not believe it. The best business proposition is one that grows, and growth is assured for distributors of our clocks, because we confine our selling to a selected list.

"Because of this policy, our jobbers have circulated many thousands of the imprinted folders we furnish them, and all of their salesmen carry and show our sales bulletin. These are both very simple pieces of advertising, but they have been unusually productive."

The bulletin is a four-page

THE RAILROAD REPAIR SHOP

is a machine shop

THE AUTOMOTIVE PLANT

is a machine shop

THE LOCOMOTIVE WORKS

is a machine shop

THE ADDING MACHINE FACTORY

is a machine shop

THE ELECTRIC MOTOR WORKS

is a machine shop

THE OIL WELL SUPPLY WORKS

is a machine shop

AND in *all* kinds of machine shops—no matter what they make or do—the *American Machinist* is the paper read by the manufacturing executives.

The advertising pages of the *American Machinist* are the buying guide of these key men—the real buyers of shop equipment.

If your product is used in the machine shop, advertise it adequately in the



American Machinist

Tenth Ave. at 36th St., New York City

MARKET PLACE OF THE
MACHINERY INDUSTRIES

The Chameleon



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and the Plaid

SURELY you've heard the old story of the camouflaging chameleon that "busted" trying to make good when some practical joker laid it on a piece of Scotch plaid.

There are some advertisers who are in the same predicament as the chameleon on the plaid. In advertising products of a very definite character, and of very limited appeal, they are spending large appropriations in trying to "cover" a class of readers that is as heterogeneous in its make-up and interests as is a plaid in color. Sometimes the attempt doesn't result tragically—it may not even be painful—but it certainly entails much wasted effort and useless expense.

Instead of covering the whole panorama of colors at once, the Business Papers delve into the plaid-like mass of business and pick out each trade and industry. Then concentrate on each field by segregating the buyers in that field. They bring results because they are properly directed to interested people, and effect the proper contact with them.

The fact that Business Paper advertising brings results can be proved. Merely let us know your product and its field—then it will be up to us to show you the Business Paper way.

A. B. P.

"Member of The Associated Business Papers, Inc.", means proven circulations, PLUS the highest standards in all other departments.

THE ASSOCIATED BUSINESS PAPERS, INC.

100% A. B. C. Audited. Reaching 54

Different Fields of Trade and Industry

Headquarters, 220 West 42d Street - New York

folder of standard size and perforated to insert into the regulation loose-leaf electrical catalogue. It is unusual in that it presents a complete selling manual besides a price list, and states all of the known present uses of Tork Clocks. Discounts to the trade are printed on a perforated slip, which can be detached without in any way mutilating the page.

The folder has six pages, which explain and illustrate the mechanism and uses of Tork Clocks and give the prices of the three sizes. The cover page is illustrated with one of the clocks, which has been animated by giving the drawing the slight semblance of an owl, and announces:

"I am a Tork Clock. I turn electric lights on and off regularly. Wind me once a week and I do it every day.

"I cultivate *window-shopping*—a habit that produces profits for everybody. I turn *night-time* into *pay-time* in outdoor advertising. I *manage* the use of electricity. I mean so much to so many people that I had to *come to life* to tell about it."

This is typical of the national advertising copy. All of the texts are written in the first person, and all are illustrated by the animated clock.

"Concerning copy," commented Mr. White, "we were told that our idea of animating the clock and making it talk was absurd, that it was too frivolous for a serious, dignified business. But the idea has helped to put over our message promptly, and, considering the small space used, the advertisements have pulled surprisingly well. They have produced hundreds of inquiries and orders, and the inquiries have shown us the possibilities of several markets which we had not thought of. One of these is the control of electric radiators in those parts of California which are served by electricity generated by water power.

"The inquiries also have shown us the value of both our developed and undeveloped markets. Arranged according to their importance, the markets are: store windows, outdoor advertising,

apartment house hallways, poultry houses, advertising moving picture machines, electric radiators and street lighting.

"As our merchandising develops we know that other uses for Tork Clocks will be found. The present demand, however, is greater than we can supply promptly. In a field that appeared to be comfortably well filled we have secured a profitable business quickly, because our product and our prices were right, and because our merchandising attracted the immediate attention of the trade and won the co-operation of many of the best distributors in the country.

"Of course, the things we have done are not new, but they were radical in our line. And our experience demonstrates, I'm sure, that the best method to pursue is one that is different, if it is sound, in introducing and merchandising a specialty. We deliberately discarded all of the old staple selling practices in vogue in our line of business. Then we set about finding the most attractive, stimulating and effective methods to place our product on the market. The more novel a sales plan is the more quickly it will attract attention, and no matter how much it differs from prevailing standards, if it is based on sound selling principles it cannot be anything but successful."

Postum Cereal Shows Profit

The Postum Cereal Company, Inc., Battle Creek, Mich., including subsidiaries, reports net profits after taxes for the first four months of 1923, of \$1,094,386, of which \$1,015,658 was earned by the parent concern.

Sales for this period were \$6,792,482, as compared with \$17,877,365 for the year of 1922.

The trade-marks, patents and goodwill are carried at a valuation of one dollar. Products of the Postum Cereal Company, Inc., include Postum Cereal, Instant Postum, Grape-Nuts, Post Toasties, and Post's Bran Flakes.

Represents Keystone Publications in New England

Herman T. Pierik has been appointed manager of the New England office at Providence, R. I., of The Keystone Publishing Company, Philadelphia, publisher of *The Keystone, Optical Age* and *The Jewelers' Index*. Mr. Pierik formerly represented *The National Jeweler* at Chicago.

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NETTLETON Shoes

MR. HILFINGER, *Advertising Manager*, said:

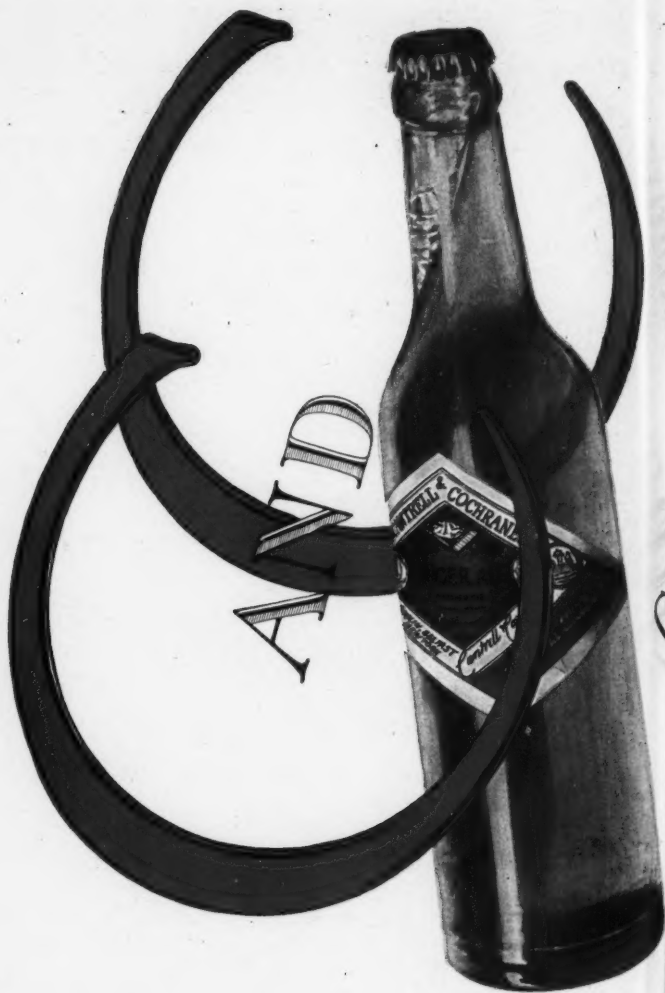
"... results from our four color pages in *The Quality Group* are very pleasing to us.

"While from the standpoint of 'Economy thru Quality' we believe that every man or young man is a potential buyer of Nettleton Shoes, at the same time we realize that our *most fruitful market* is among those who read magazines such as *The Quality Group*."

*An example of the wisdom of going after
The Quality Market FIRST*

Placed by FRANK SEAMAN, INC.
QUALITY GROUP INSERTS are printed by
ZEESSE-WILKINSON COMPANY on Oxford Paper Company's "POLAR."

PRINTERS' INK



This Color page makes "C & C" real.
Naturally, The Quality Group families will
buy "C & C"

Placed by THE QUALITY GROUP COMPANY.
QUALITY GROUP INSERTS are printed by THE QUALITY GROUP COMPANY on Oxy

Cochrane
Ginger
THE

This is just as true of
women and the young folk, too
—to pleasantly employ
leisure hours, "C & C"
accepted

PRINTERS' INK

A Quality Product
properly advertised to its logical market in
THE QUALITY GROUP

ATLANTIC MONTHLY
CENTURY MAGAZINE
HARPER'S MAGAZINE

REVIEW OF REVIEWS
SCRIBNER'S MAGAZINE
WORLD'S WORK

Cochrane
Ginger Ale
THE STANDARD
OF TWO CONTINENTS



—this is just as true of
women and the young folk, too
—to pleasantly employ the
accepted hours, "C & C" is the
ing refreshment, the ever-pleas-
and more it has been so, and its
popularity grows year by year.
"C & C"—genuine Cantrell &
Cochrane Ginger Ale—the
standard of Hotels and Clubs,
fine Restaurants and Clubs,
and steamships; of your dealer
or caterer.

BELFAST

NEW YORK

DUBLIN

E. & J. BURKE, LTD.—SOLE AGENTS—NEW YORK

PRINTERS' INK



The Blue Name
DUNLOP

For A Quality Product

it costs less than 7c per family per year to completely cover
THE QUALITY MARKET with a powerful, smashing Color
campaign of 72 Color pages in

THE QUALITY GROUP

ATLANTIC MONTHLY
CENTURY MAGAZINE

HARPER'S MAGAZINE
REVIEW OF REVIEWS

SCRIBNER'S MAGAZINE
WORLD'S WORK



Ruggles & Brainard Inc.
Color Pages

200 Fifth Avenue, New York

Placed by POWER, ALEXANDER & JENKINS CO.

QUALITY GROUP INSERTS are printed by

ZEESSE-WILKINSON COMPANY on Oxford Paper Company's "POLAR."

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When Magazine Representatives Take a Day Off

LAST week for the sixteenth time in as many years magazine advertising representatives in New York stayed away from their work to try their hand at what for want of a better term they call an "outing." It probably should be given some name that would cover a field day, baseball, tennis and golf tournaments, and a dinner that gets more consideration on the score of menu than of speakers.

It should be recorded here that the outing was given at Gedney Farm's Hotel on June 21 by the Representatives Club of New York. It is well to point out here that the Club explained the name in its official program for the day. Doubtless this explanation was made in order to avoid the question "Where are the Senators?" that the regular guests of the hotel annually ask.

There was an attendance of about one hundred. Of course, that figure was not made up solely of representatives; for some of the members brought guests from the offices of advertisers and advertising agencies. Then, too, there were several honorary members.

The records for the day show that the winners in the golf tournament were: First prize, low gross, Charles Hart; second prize, low gross, William Hutton; low net, Sam Goldberg, and blind bogey handicaps, A. M. Dingwall.

Tennis: First, E. Odell; second, Rufus French; third, Nigel Cholmeley-Jones, and fourth, J. W. Bedell.

The individual high point winner in the various events was C. E. Ted Huntley.

The only speaker at the dinner was C. W. Fuller, advertising manager of *Photoplay*. His speech was confined to naming the winners of the golf tournament.

The committee that managed the outing had as its members: W. N.

Philips, of *Review of Reviews*; A. M. Dingwall and J. W. Bedell, of *Town and Country*; George Alpers, of *Field & Stream*, and E. Odell, of the Rufus French Company. The chairman of this committee was C. E. Ted Huntley, of *Screenland*.

New Accounts for Memphis Agency

The Sullivan Company, Memphis, Tenn., manufacturer of Konset, an accelerator for Portland cement mixtures, has placed its advertising account with The Andrew Currie Agency of that city. Publications reaching the oil and building trades and newspapers will be used.

The World's Best Roach Trap Company, manufacturer of a patented trap, also has placed its advertising with the Currie agency. Business papers reaching wholesale and retail hardware dealers will be used as well as daily newspapers.

Carroll and Woodward to Have Joint Offices

Dan A. Carroll, publishers' representative, New York, will move uptown July 1, and occupy offices in co-operation with John B. Woodward.

Mr. Carroll has announced his resignation as New York representative of the Philadelphia *Bulletin* effective August 4, 1923. The *Bulletin* will operate its own New York office.

C. A. Webb Heads North Carolina Press

Charles A. Webb, vice-president and treasurer of the Asheville, N. C., *Citizen*, was elected president of the North Carolina Press Association at its annual meeting held at Bowling Rock, N. C.

Other officers elected were: First vice-president, A. C. Hunnicutt, Albemarle; second vice-president, H. Galt Braxton, publisher, Kingston *Free Press*; third vice-president, Mrs. T. J. Lassiter, Smithfield, and secretary and treasurer, Beatrice Cobb, Morganton.

New Candy Bar Advertised in Iowa and South Dakota

A campaign is being run in Iowa and South Dakota newspapers by the Sioux Candy Company, Sioux City, Ia., to advertise "Mike," a new candy bar. This campaign is under the direction of the Bloodhart-Soat Company, Inc., Omaha, Neb., advertising agency.

Syracuse Agency Adds to Staff

Wortman, Corey & Potter, advertising agency, Utica, N. Y., has added R. S. Feeley to the staff of its Syracuse office. He was previously with the Franklin Automobile Company, Syracuse.

Employees to Control M. Martin & Company

The business of M. Martin & Company, New York manufacturer of Plume undergarments, has been turned over to four employees of the company by Herbert S. Martin, president and owner. The company is capitalized at one million dollars. Under the transfer arrangements, the employees will assume absolute control of the business, paying for it out of their earnings on terms extending over a period of years.

H. J. Semmerich, who will become president, has been with M. Martin & Company for thirty-three years. I. Stein, in the production and manufacturing department for twenty-seven years, becomes vice-president; Edwin L. Kahner, Southern salesman for twenty-seven years, becomes second vice-president, and E. S. Frisch, for twenty-one years New York City salesman, becomes treasurer.

Mr. Martin will relinquish active management and remain only as chairman of the board of directors and head of the finance committee. He will devote all of his time to his duties as vice-president of S. W. Straus & Company, bankers, and as treasurer of the Ambassador Hotels Corporation.

Tobacco Papers Appoint Representatives

The Burley Tobacco Growers, Lexington, Ky., and *The Tobacco Planter*, Louisville, Ky., have appointed E. V. Hevey & Company, New York, as their Eastern advertising representative; George M. Kohn, Inc., Atlanta, Ga., as Southern advertising representative, and The Harry R. Fisher Company, Chicago, as Western advertising representative.

W. A. Beatty, for many years advertising manager of the Lexington, Ky., *Herald*, is now advertising manager of *The Burley Tobacco Grower*. Harcourt Parrish is advertising manager of *The Tobacco Planter*.

New Campaign for Baldwin Radio Apparatus

Nathaniel Baldwin, Inc., Salt Lake City, Utah, radio head sets, loud speakers, etc., will use national magazines and newspapers throughout the United States in a campaign on its products this summer and fall. The account has been placed with the Salt Lake City office of the L. S. Gillham Company, Inc., advertising agency.

New Accounts for Griffin, Johnson & Mann

After July 1 the accounts of the Title Guarantee and Trust Company, and the Bond and Mortgage Guarantee Company, New York, will be handled by Griffin, Johnson & Mann, Inc., advertising agency, also of New York.

Cleveland Stock Exchange Advertises

"The purpose of a stock exchange is to furnish the widest possible market for listed securities and to register with greater definiteness their current market value," according to a statement of the Cleveland Stock Exchange in full-page newspaper advertising.

After pointing out how the investor is protected by the Exchange, the copy closes by stating that the listing of additional meritorious securities can be arranged by application to the secretary. The advertisement carries the signatures of the twenty-eight members of the Exchange, as well as the signature of the body itself.

John Parnham Wins New York Ad Club Golf Tournament

The first of the season's golf tournaments was played by members of the New York Advertising Club on the links of the Dunwoodie Country Club, Yonkers, N. Y., June 20.

John Parnham won the silver cup donated by J. T. Ritchie from a field of sixty-nine players. His score was 66. This score was tied by E. P. Wiley, who lost on the draw. J. H. Smith had a low gross of 77 and Gilbert Thompkins took second honors for low gross with an 81.

Bloodhart-Soat Open St. Joseph, Mo., Office

James R. Manning has been appointed manager of a newly-established office at St. Joseph, Mo., of the Bloodhart-Soat Company, Omaha advertising agency. Mr. Manning was formerly with the Rahe Auto School and Sweeney Auto School, Kansas City, and The Guenther-Glaze Advertising Agency, Inc., St. Joseph, Mo.

Joseph B. Mills Appointed to Direct Mail Board

Joseph B. Mills, of the J. L. Hudson Company, Detroit department store, has been appointed a member of the board of governors of the Direct Mail Advertising Association. He succeeds George B. Hendrick, of the W. L. Douglas Shoe Company, Brockton, Mass., who has resigned. Mr. Hendrick has been a member of the board since October, 1921.

Promotions by Kansas City Agency

At a recent meeting of the officers and directors of the W. B. Finney Advertising Company, Kansas City, Mo., advertising agency, C. D. Wing was elected vice-president and Otto Grasse, secretary. Mr. Wing has been a member of the sales staff and Mr. Grasse was office manager.



The Pulling Power of The Washington (D.C.) Star is truly 100%

To cover the National Capital you don't need any combinations. The Star's circulation is so complete; and the "pulling power" of its advertising columns so strong, that the appropriation its modest rates require is ALL that's necessary to properly and influentially put your product before the people of Washington.

Advertisingly speaking, Washington is a ONE-PAPER CITY—and that paper is THE STAR.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Beginning July 1st
Dan A. Carroll
110 East 42d Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building

Identifying a Product That Is Destined Finally to Lose Its Identity

Standard Steel Works Co., of Philadelphia, Uses Unique Method of
Presenting Its Product

TO find a way to use the force of advertising effectively is a problem which continually faces manufacturers of machinery, machine tools, machine parts, technical products of all kinds and engineering service. The true value of such products is often hidden so completely within themselves that it is difficult to get it out and present it in an effective manner.

The Standard Steel Works Co., of Philadelphia, is endeavoring to solve this problem by a unique type of technical-paper presentation and direct mail follow-up. This company, by the way, is one of our oldest steel manufacturers. It began business in 1795, when it was known as Freedom Forge. Its later history is closely linked with the history of the mechanical development of the railroads. It was the first to manufacture a solid steel wheel, forged and rolled from an ingot blank. It also introduced the bolted type of tired steel wheel and many other improvements in locomotive building.

Its products, therefore, have been well known for many years. In spite of this, the company believes that it must keep in touch with its market through advertising. The present copy is effective because of the interesting way in which the products' uses are brought out.

Forgings of various kinds, made for all manner of machinery, become parts of the finished machines. They help to make the machine, but in doing so they lose their own identity. If it could be shown how they enter into the manufacture of an engine, for instance, it would be an interesting thing to feature in advertising. How the Standard did this very

thing may be seen from an explanation of a series of four advertisements in industrial papers addressed to railroad men.

The company makes, for one thing, forgings for the Decapod locomotives of the Pennsylvania Railroad. One of these monster locomotives is built before the readers' eyes in a series of four engravings in the advertisements.

The first shows an outline of a locomotive and within it are drawn the ends of the crank pins and the driving axles in black, which are Standard products. All the other parts of the locomotive are left blank.

The second shows the outline with a Ben Day background and within it are the wheels and tires.

The third, the same background, and within, the rods and the piston rods. The fourth advertisement gives the complete picture of the locomotive. Only brief descriptions of the products are given in each case.

WHY THIS ADVERTISING IS EFFECTIVE

This advertising is effective because the black spots against the light background focus the attention on the exact place where an important customer uses the company's product. Similar series of advertisements were run to show the Standard forgings that are used in other famous types of locomotives.

The direct-mail follow-up consists of an illustrated letter and a folder describing the company's method of comparing heavy-duty forgings and asking prospects to return an attached card if interested. In order to be sure that this direct-mail material reaches the right official, it is sent to several members of an organiza-

"I wouldn't be without a Cleveland"

A Cleveland Folding Machine is your best friend. It folds your letters, cards, and all other paper work. A man and a boy, or two men, or where the place is crowded, only one person can operate the machine and get perfect results.

There is no need to change from one fold to another. It folds more than fifteen different kinds of folds. Where many jobs require a change of fold, the Cleveland is the only machine that brings you extra profits.

The Cleveland takes up very little space. It has extra rollers and added to your production. It is economical in the operation of the machine in every way. It produces a perfect result, such as the fold, it complies with all the rules, it saves space wherever it is used.

For economy, for satisfaction, for greater capacity—get a Cleveland.



Parating C

Cleveland Folding Machine is needed by every person who prints. It is the only machine that can fold a letter, card, or any other paper work. It is the only machine that can fold a letter, card, or any other paper work.

Time needed to fold a letter is less than the time needed to fold a letter. It is the only machine that can fold a letter, card, or any other paper work.

Cleveland folds a letter, card, or any other paper work. It is the only machine that can fold a letter, card, or any other paper work.

Cleveland folds a letter, card, or any other paper work. It is the only machine that can fold a letter, card, or any other paper work.

The Cleveland Gives You 210 Different Folds

The fold edges itself is a great quantity of the Cleveland folds. It is the only machine that can fold a letter, card, or any other paper work. It is the only machine that can fold a letter, card, or any other paper work.

When you fold a newspaper, it is a great quantity of the Cleveland folds. It is the only machine that can fold a letter, card, or any other paper work. It is the only machine that can fold a letter, card, or any other paper work.

It is the only machine that can fold a letter, card, or any other paper work. It is the only machine that can fold a letter, card, or any other paper work.

Use a page size that will print. It is the only machine that can fold a letter, card, or any other paper work. It is the only machine that can fold a letter, card, or any other paper work.

Use a page size that will print. It is the only machine that can fold a letter, card, or any other paper work. It is the only machine that can fold a letter, card, or any other paper work.

PUTTING OVER YOUR SALES TALK IN A BIG WAY

The distinctive fold, the fold that is different, the fold that stands out—that is as necessary in the good mailing piece as heads, sub-heads, illustrations, color work.

The attention-getting fold, such as is made on the Cleveland Folding Machine in various forms, is a big part of the business-getting mailing piece. It is one of the essentials in securing attention from your prospect—in getting that "first interest" which influences him to read on.

It is the contact feature that gets you a hearing.

When laying out your direct mail folders, use a dummy Cleveland fold. Ask your printer for samples on plain stock.

The Cleveland will fold anything that any other folding machine can fold.

Fold It on a Cleveland Folder

THE CLEVELAND FOLDING MACHINE CO.

1929-1941 East 61st Street

Cleveland

Ohio

Is your product guaranteed these vital advantages?



—reaching the dealer safely

—securing premier position

AN exclusive soap—its salability depended largely on its reaching the dealer in perfect condition, and securing adequate display.

Yet the thin edges of the delicate cakes chipped easily, and their unattractive containers took a back seat in most stores.

Robert Gair Company planned a specially-padded corrugated fibre shipping case instead of the original case of wood. Also, instead of the cumbersome holder for the individual cakes, a strikingly beautiful folding Display Container was designed.

The results were astonishing. The shipments arrived in better shape than ever before—unchipped, unmarred. And the new containers not only guaranteed notably good shelf display but were placed by dealers on the counter and in the

window where all the world could see them!

Furthermore—though economy was not the manufacturer's primary aim—the new system was actually less expensive than the old!

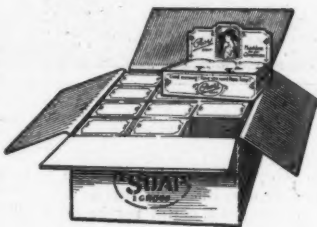
We have helped hundreds of manufacturers to create new economies—to cut costs—and to eliminate the wastes that throttle industry.

Robert Gair Company produces every essential in modern package merchandising—Folding boxes, Labels, Lithography, Shipping cases. Five great plants located in convenient industrial centers insure prompt delivery in any quantity.

Backed by a highly organized Creative and Design Department for scientific and artistic study and research, these facilities guarantee the correct solution of every packaging problem.

Send for a copy of our new booklet, "Testing the Merchandising Value of a Package."

This is the way Pears' Soap is marketed today. Shipping case and folding Display Container are both manufactured by Robert Gair.



ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO • PHILADELPHIA • BOSTON • BUFFALO

tion, and this is explained in the letter as follows:

"Of course there is nothing with which you are not familiar in the enclosed discussion of Heavy-Duty Railway Forgings.

"We hope, however, that you will be kind enough to read it, for we are sending the same discus-

gathered it was found that six principal points of comparison formed a fair average for all. Instead of explaining these six points in the folder, the prospect is asked to submit his own six points, using the attached return card.

If a prospect returns this card, the company then has in its possession his ideas of comparison and its own. A salesman therefore is armed "to the teeth," and when he calls on the prospect he meets him on common ground.

This scientific approach brought a return in inquiries of 60 per cent, showing that a prospective customer may be interested if a manufacturer can prove that he can be of definite service.

Del Monte Products Advertised to Doctors

The California Packing Corporation is using full pages in medical journals to advertise its Del Monte California canned fruits and vegetables to the medical profession. Recent copy dwells upon the policy of the company to can only the finest products and points to the principles upon which the business was founded sixty years ago. More than half the space

is devoted to an allegorical picture of growing and harvesting the fruits and vegetables and bringing them to the feet of an heroic woman. The packages also are shown.

C. S. Doane, Secretary, F. J. Low Company

C. S. Doane, production manager for the last year with the F. J. Low Company, Inc., New York advertising agency, has been elected secretary of that organization. Mr. Doane has been associated at various times with the Mutual Service Corporation, and the Frank Presbrey Company, advertising agencies, and Johns-Manville, Inc., all of New York.

1. **The WHEELS**
were forged and rolled by the Standard Steel Works Company at their Burnham plant.

2. **The CRANK PINS**
were made of heat-treated carbon steel by the Standard Steel Works Company in their plant at Burnham, Penn.

3. **The DRIVING AXLES**
were made of heat-treated carbon steel by the Standard Steel Works Company in their plant at Burnham, Penn.

"Not only to make better products but to make these better understood—was duty to sell but to serve, enabling those who buy to choose as well as see their purchase—this is the privilege of our the practice of all modern manufacturers"—Franklin

STANDARD STEEL WORKS COMPANY
BURNHAM, PENN.

BLACK DOTS IN THE DRAWING SHOW WHERE COMPANY'S PRODUCTS ARE USED

sion to other officials of your road.

"The purpose in doing this is to assist you in your stand for better Forgings in case (as may sometimes happen) you find it difficult to combat the 'lowest purchase price' argument of other officials."

"Selecting Heavy-Duty Railway Forgings by the K-V Method of Comparison" is the title of the folder. For several months before the issuance of this folder the company analyzed the requirements of forgings for all possible conditions of service. From the mass of information





*The American Woman
selects what pleases her—
but only from offerings
PREVIOUSLY selected
by the American retailer*

Thus the thirty-five thousand stores that rely on The Economist Group editorial and advertising for instruction and information have a vital selective responsibility and a tremendous promotive power.

These merchants predetermine the purchases of seventy million people, and their business lives hang on the care of their selections.

For influencing this greatest collective selective activity in modern merchandising—advertising in The Economist Group exerts a power unapproached in extent and in intensity.

THE ECONOMIST GROUP

239 West 39th Street New York

*Read by more than 45,000 executives and buyers in
35,000 stores in 10,646 towns—stores doing 75% of
the total business done in dry goods and allied lines.*

Thos. Cosack & Co.



Idesflex
C O L L A R S

20" - 23"

Idesflex



Geo. P. Ide
Poster for June

INITIAL
OUTDOOR
CAMPAIGN
DEVELOPED
NATIONALLY

by

Thos. Cusack Co.

Branches in 49 Principal Cities

CHICAGO

HARRISON LOOMIS
AND CONGRESS STS.

NEW YORK

BROADWAY & 50 AVE.
AT TWENTY-FIFTH ST.

QUOTATIONS

*"Small pieces of metal furniture
used for filling blank spaces."*

—THE PRINTER'S DICTIONARY.

Your idea of "quotations" as applied to printing is probably a matter of prices. Goldmann is always glad to "quote on a job" when the buyer is seeking something more than merely the lowest price. Intelligent handling, skilful operation, a sincere desire to interpret your wishes, and a constant effort to turn out better looking work at moderate cost do not inflate our quotations, but they are just as much a part of the job as the ink and the paper. In 47 years Goldmann has learned a good many things about printing. So add "experience" as one of the Goldmann features which the quotation does not show.

ISAAC GOLDMANN COMPANY

EIGHTY LAFAYETTE STREET NEW YORK CITY

Printers Since Eighteen Seventy Six

TELEPHONE FRANKLIN 4520





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Selling That Makes the Dealer's Order a Minor Objective

Hydrox Corporation Reaches Inside the Retailer's Store to Teach Him Merchandising

By Dana Hubbard

A SALESMAN was applying to one of the largest clothing manufacturers in the Middle West for a job a few days ago. He was experienced and generally rated as a good all-around salesman. With his old firm he had been one of the best men in the house at opening new accounts. Naturally he brought this out as forcefully as he could in his interview.

The sales manager with whom he was talking listened carefully, even patiently. There was an opening, an especially fine strip of territory in Eastern Ohio and Western Pennsylvania made up largely of prosperous small towns. In the eyes of the sales manager the right man for this particular job had to be half salesman, half missionary, half diplomat and half teacher.

As the applicant spoke for the third time, and this time none too adroitly, of the number of new accounts he had put on the books in 1922, the sales manager squirmed a bit. Then he burst out: "Just let me break in on you long enough to put you right on one point. I want to give you a hint as to how we feel on this matter of new accounts."

"More business? We want it just as much as the next fellow. But we want it from our old dealers first, the fellows who are already our friends. Right now we are at the point where there is no profit in adding new dealers. Our books prove that. From now on our job is to develop the dealers we already have. If you can give them a shot of adrenalin that will make them make more money, if you can show them how to sell and make salesmen out of their clerks you can forget about new accounts."

This sales manager's ideas are

not new. He did voice, however, the well-defined tendency of manufacturers and advertisers to think of more intensive sales promotion in different terms. Lately the job of making the dealer conduct his business at a profit has led into pastures that were far beyond the dealer-help horizon of a few years ago. Teaching the retailer and his clerks has been anybody's job. Therefore it has belonged to no one. Today the manufacturer who sees in it a chance to take some of the hit-or-miss out of business has claimed it. And he is making not only better dealers but more friendly and more valuable dealers.

THE RETAIL SODA-WATER BUSINESS HAS BEEN STUDIED

During the last year the Hydrox Corporation of Chicago has been scrutinizing the retail side of selling ice cream and soda fountain beverages more closely than ever in its history. It had a quality product, splendid distribution and a vigorous advertising policy without being satisfied with its own or its dealers' volume of business. The company knew that what was needed was more and better salesmanship behind the soda fountain. The big majority of proprietors and clerks was not serving ice cream and beverages in a way which made customers come back for more. In many cases they were operating fountains ignorantly and wastefully. Yet how was the Hydrox Corporation as a manufacturer to reach back of the counter and clean house in a friendly manner? What could it do that would sell more ice cream for the dealer and create a better feeling on the part of the consumer toward him?

The merchandising service

bureau of the Hydrox Corporation is its attempt to supply an answer to these questions. First of all the company set aside a little space in an odd corner of the plant. It was equipped with the modern fountain usually found in the average neighborhood drug store of a good-sized city. A stock, including all the fruits and syrups for making any fountain drink that any dealer might have a call for, was put in. Then the company went scouting through the drug stores of the Chicago loop and engaged the star soda fountain man of the leading chain of stores in the city.

Having mobilized the necessary laboratory equipment, dealers throughout the city were invited to send their clerks and to come themselves for a short course in dispensing soda fountain drinks. Everyone was welcome and there was no charge for training. The Hydrox Corporation had two immediate aims: to put the ice cream industry on a better basis by improving dispensing methods and to supply calls for trained soda fountain help.

"In 1922 we had about 800 students come to the factory fountain for short courses," says J. E. Davies, advertising manager of the Hydrox Corporation. "About half of these were already employed. They went back to their fountains with a new appreciation of the business they were in, better qualified to make money for themselves and their employers. We got jobs for the others without any difficulty.

"We learned that there are many angles to the running of a soda fountain that the proprietor may fail to understand. Our job was to teach his clerks to know all there was to know about a fountain and its products. We wanted to put the clerk into the right frame of mind, so that he would help the proprietor make money by every proper method. For example, some clerks in selling bulk ice cream will ignorantly or at the urging of a customer pack the cream so hard that the customer gets 50 per cent more than he

pays for. A quart of ice cream should weigh about twenty-two ounces. Our product is carbonated, purified atmosphere being a proper and honest constituent which becomes part of the product as it expands in the freezing. By careless packing, clerks, we found, were letting their employers' profits trickle away. What we want to do is to train the dispenser to give customers the same honest weight that the dealer gets when he buys from us.

PRACTICAL LESSONS ARE OFFERED

"Classes meet regularly each morning during the instruction course. One of the first points taken up is 'correct customer approach.' To emphasize this the class is usually divided into dispensers and customers. Then the proper care of equipment and personal cleanliness are stressed to make extreme cleanliness a matter of habit. The next step is proper dispensing methods. A soda or sundae served efficiently will please a customer more, the Hydrox Corporation has found, than over-portions served in a haphazard way."

O. L. Lovell, the head of the company's merchandising service bureau says:

"We also teach the necessity of actually merchandising fountain products, as there are many extra nickels and dimes to be had merely through tactful suggestions on the part of the dispenser. Many customers say, 'What have you today that is good?' If the dispenser is trained properly he will suggest first items that are most profitable. If he is not properly trained he will suggest those that are most easily dispensed.

"After four or five days of training most students become proficient and are ready to start work. We place them only when and where we feel they will make good. There is no charge it is a part of Hydrox service. And the company very clearly tells those who have received training that they are under no obligations, moral or otherwise.

"We are interested, of course, in

Bundscho do not
set type to show
themselves off.
They set it to show
you off—if you
want them to.



J. M. BUNDSSCHO
Advertising Typographer

58 EAST WASHINGTON
CHICAGO

HERE TYPE CAN SERVE YOU

following the progress of those clerks we have trained," said Mr. Lovell. "So I call on them soon after they accept employment. Many times we can suggest means of helping them solve their problems. I watch their dispensing critically. I talk with their employers. Invariably I can bring the clerk and employer closer together. This creates a better atmosphere in the store, added interest in the fountain department and greater appreciation of the fountain as an asset."

One other detail of the Hydrox plan of making its dealers better merchants is concerned with window displays which the company has found of major importance in sales promotion work. Instead of sending the dealer cut-outs and other window-trim material and hoping for the best or trusting to the chance that an energetic salesman will do the work as a means toward greater good-will, the company again reaches into the store and asks for the job.

"Our salesmen and branch managers have a definite number of windows to secure for Hydrox window displays," Mr. Davies said to PRINTERS' INK. "This work is put on a quota basis and we hold our men responsible for so many windows in each district each week. Two men do installation work exclusively, handling about eight windows a day and bringing to the dealer expert knowledge and experience. What the salesman does is simply to get the dealer's permission to have a Hydrox display in one of his windows on a certain date. Two days before the display is to be put in we mail a card to the dealer as a reminder. On the next day we phone him, asking that the window be cleared of its old display in order that our man may go to work putting in the new trim as soon as he arrives.

"Once in a while we used to have a dealer try to hold us up for rental of his window space. The actual increase resulting in sales from well constructed windows changed all that. Nowadays we get co-operation from dealers.

Windows put in by expert trimmers have become popular. When we first broached the matter of keeping at window displays throughout the winter to maintain sales, dealers scoffed at us. Finally some of them let us go ahead. It was merely a matter of keeping at the advertising when sales were at their low point and it proved more effective than we had hoped."

As it is working out today in the ice cream as well as the clothing business the manufacturer has much more to do than to evince a friendly interest in his dealers and stop. Tomorrow's sales are coming from the retailer who has been taught to merchandise his stock. If retailers are not merchants now, it is perhaps their own fault. If they remain in that condition, manufacturers are coming to feel, like the Hydrox Corporation, that it is the manufacturer who is largely responsible.

Paper Trade Statistical Reports to Be Discontinued

The Federal Trade Commission on July 1 will discontinue the publication of its statistical records relating to the production and consumption of paper. These statistical reports have been published monthly since 1917 and included information on production, consumption, shipments, receipts, commitments, stocks and prices.

While wide interest has been manifested in these statistics, according to the Commission, there has been considerable difficulty in getting complete and prompt returns, as the work is done on a voluntary basis. In addition, there has been a heavy increase in the expense of the legal work of the Commission, which, it is stated, has made it necessary to reduce the amount of its appropriation allowed for economic and statistical work.

Campaign for Leather Innersoles

The J. G. Curtis Leather Company, Ludlow, Pa., tanner and manufacturer of leather, plans to conduct an advertising campaign in leather trade publications on Curtis Flexible Innersoles, a new trade-marked product.

Canadian Knitting Account for Huber Hoge

The Monarch Knitting Company, Limited, Dunnville, Can., has placed its account with Huber Hoge, Inc., advertising agency, New York.

In St. Louis

The Grocer's Wife
plays a part in advertising



Before the wife of a St. Louis grocer goes shopping she looks for the big merchants' advertisements in her evening newspaper—where she knows they are published.

That is one of the reasons why the grocer, handling products appealing to women, prefers to have the advertising of those products appear in the evening papers.

There are many more reasons why an advertiser should concentrate his campaign in the principal evening papers—through coverage at minimum cost, for instance.

THE ST. LOUIS STAR

don't say "Paper"
Trade-Mark



—say "STAR"
Registered

National Advertising Representatives

STORY, BROOKS & FINLEY

New York

Chicago

Philadelphia

St. Louis

Los Angeles

San Francisco

More than Half Million Subscribers



Introducing
Mr. J. E. Baird
 Advertising Manager
 General Motors Truck Company
 Pontiac, Michigan

Quality Folks
 Series No. 2

Southern
 South's Foremost
Atlanta

J. C. Billingslea
 Chicago

A. H. Billingslea
 New York

Guaranteed January First 1924



TRADE MARK
REGISTERED
PONTIAC, MICH.

GENERAL MOTORS TRUCK COMPANY

INCORPORATED IN
MICHIGAN
PONTIAC, MICHIGAN

MADE IN U.S.A.

Southern Ruralist,
Atlanta, Georgia.

Gentlemen:

We are very much pleased with the business that is coming to us from the South, especially the Southeast, and it is because of the generally good trade conditions and the apparent prospects for a bright future for that section that we have been using the "Southern Ruralist" to advertise GMC trucks to farmers. We are trying to show the better class of farmers that it will be economy in the end to purchase a regular high grade motor truck, one that can be depended upon at all times.

Very truly yours,

GENERAL MOTORS TRUCK CO.

Advertising Manager.

JEB:LAK

Southern Ruralist was selected exclusively to carry the advertising message of the G. M. C. Trucks to Southern farmers.

Ruralist

Farm Paper

nta

A. D. McKinnis
St. Louis

R. R. Ring
Minneapolis

Toilet Articles are Advertised in **CHILD LIFE**



BUT a short time ago Child Life was presented to advertisers of toilet articles as a magazine with a special sales appeal to the mother. She, it was explained, had the children closest to her heart; she bought the articles necessary to their bodily and mental well-being.

To-day large manufacturers of toilet goods are using Child Life to advantage! So are manufacturers of other products used in the care, entertainment and education of children. For they realize that Child Life offers a quality circulation of more than 100,000—a rich market that demands the best of products. They appreciate, moreover, that their sales appeal in Child Life gets the attention of the mother at a most opportune moment—when she is reading to her children out of Child Life's treasure of rhyme and story.

In excellence of editorial content Child Life bears witness of the long experience of RAND McNALLY & COMPANY in publishing beautiful books for children. In Child Life success is assured for your advertisement of goods for children!

Let us send you rates and a sample copy of Child Life.

RAND McNALLY & COMPANY

Publishers

536 S. Clark Street, Chicago



Mothers who *select* read
"CHILD LIFE" to their Children



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Features of the Chile Trade-Mark Convention

What the Santiago Conference Accomplished

By Chauncey P. Carter

ON April 27, 1923, representatives of the United States and Latin American nations gathered at Santiago, Chile, and signed a "Convention for the Protection of Commercial, Industrial and Agricultural Trade-Marks and Commercial Names." This has been heralded by the newspapers as the principal achievement of the Fifth International Conference of American States in such a way as to lead to the belief that this is the first time that such States have got together and agreed on international trade-mark registration. As a matter of fact, an agreement of this kind was signed at the Fourth Conference at Buenos Aires in 1910 and has been in partial operation since 1911 and in full swing for several years. The present agreement is merely a revision of the original one.

While the new Convention was signed two months ago and the United States delegates to the conference have long since returned home, there is not yet in the United States an authentic copy of the Convention. The present discussion, therefore, is based on a copy procured from official sources and believed to be correct, although it lacks the official certification.

The most significant change made by the new Convention is the requirement that the applicant for international registration not only pay the international fee of \$50 gold as at present but also "the fees or charges established by the domestic legislation of each State in which recognition of rights is desired." Just what these fees will amount to, no one can say, owing to the fact that the currency in each country is different and because some countries provide for payment of trade-mark fees in paper currency in

which there is great fluctuation and require applications to be made on stamped paper, a requirement which may or may not be enforced under the new Convention.

The next important change is in the duration of the international registration. At present, the duration of an international registration is equivalent to the duration of the home registration, i. e., twenty years in the case of a mark newly registered in the United States. Under the new Convention, the duration varies in each State according to the domestic law in the respective State. This means that if a firm in New York takes out an international registration of a trade-mark, the registration may require renewal in Cuba in one year, in Chile in ten years, in the Dominican Republic in fifteen years, in Mexico in twenty years, and in Venezuela never.

Not only must an applicant for international protection pay the international fee and the fees required by the national laws of the various countries, but he must also fulfil or comply with "the formalities and conditions required by the domestic law of each State" so that in using the international registration to obtain protection in Latin American countries, the U. S. A. trade-mark owner would seem to have to meet the same fees (plus \$50) and conditions as if he applied under the national law of each State, which is the very thing that the international registration proposal sought to avoid.

The chief proposal of the United States delegates to the Convention, namely that the provision for two Bureaus be changed and that the Bureau already in operation at Havana,

Cuba, be made the sole Convention Bureau, was apparently voted down, for the new Convention provides, as does the present Convention, for the eventual establishment of another Bureau at Rio de Janeiro, Brazil.

This Bureau is to be established as soon as the new Convention comes into operation, i. e., on the ratification of the Convention by one-third of the signatory States.

Although the Bureaus are to come into operation under the new Convention and the old Convention is to cease to exist as soon as one-third of the countries signatory to the new Convention have ratified the same, these same Bureaus are to continue only so long as not less than one-half of the ratifying States adhere thereto. When less than half of the ratifying States continue to adhere, the Convention and its Bureaus are to be wound up without prejudice to rights acquired during the time when they were in operation.

Pending the ratification of the new Convention by the six countries necessary to make the one-third, the 1910 Convention is to continue operative, and even after the old Convention ceases to be operative and the new Convention comes into operation, trade-marks internationally registered under the old Convention are to continue to enjoy the protection originally accorded them without payment of further fees.

A beneficial provision in the revised Convention is that which fixes the date of filing application for registration in the country of origin as the date which "in the absence of other proof of ownership of a mark, shall determine priority for the registration or deposit of such mark in any of the signatory States." This gives the United States merchant the benefit of his filing date in the United States Patent Office in a contest with a Latin American claimant and at the same time if the Latin-American's filing date in his country is earlier, the United States merchant may still adduce other "proof of ownership."

Any country may refuse to grant protection to a mark internationally registered for good and sufficient reason and if so shall communicate its decision to the applicant through the appropriate international bureau. The applicant is given only ninety days from the sending of the decision to the international bureau, in which to file answer, whereupon the controversy will be determined according to the law of the country in which registration or protection is denied.

When an international registrant is refused protection in any country because the local register shows a conflicting registration, the international registrant may secure cancellation of the conflicting registration by showing that "he had legal protection for his mark in any of the contracting States before the date of application for the registration which he seeks to cancel." This is a new remedy not found in the present Convention and seems to be the greatest accomplishment of the new Convention. Moreover, those who have been denied protection in any State under the present Convention by reason of a conflicting registration are given two years (after the revision comes into force) within which they may invoke this new remedy.

In other respects, the new Convention is much like the present one, the procedure for obtaining international registration as at present employed being substantially identical with that laid down in the new Convention.

Whether our Senate will ratify the new Convention when the matter is laid before it, is problematical, since there is much that is unsatisfactory in it and opposition to its ratification may be expected. On the other hand, if the Senate does not ratify it and six other signatory nations do, then we shall find ourselves out in the cold, so to speak, as the old Convention will give way to the new one in which we shall not be represented. It is a question, therefore, of taking this Convention or taking none.



THE WHEEL *doesn't* move the water

The only thing that will turn a water wheel is a mill stream.

The only thing that will move the dealer is consumer demand.

The purpose of consumer advertising is to create consumer demand.

Advertisers who address the dealer are trying to reverse the process. They are trying to make the wheel move the water.

You might, of course, show the miller the mill pond, and the mill-race, and explain that you are going to release the water, and that when the water moves the wheel will turn, just as you show the dealer your advertising and explain that when it is released consumer demand will start. But even then what really influences the miller and the dealer is to see the stream move and the wheel turn.

And when that happens the wheel and the dealer both function. They just naturally can't help it.

CALKINS & HOLDEN, INC.
250 FIFTH AVENUE
NEW YORK

Pledge Prevention of Advertising Abuse of the Flag

THE Associated Advertising Clubs, through their educational department, in pledging their co-operation to the American Legion in getting before advertising clubs throughout the country a code for civilian flag use adopted at the National Flag Conference at Washington a few days ago, emphasized the fact that the American flag must not be used for advertising purposes.

This conference, which was called by President Harding and opened by him, was attended by representatives of more than one hundred national organizations, most of them patriotic, business and fraternal.

Earle Pearson, educational director of the Associated Advertising Clubs, was one of the speakers. He spoke on the subject, "The Use of the Flag in Advertising."

"Speaking on behalf of organized advertising," he said, "I want it to go into the records of this meeting that the Associated Advertising Clubs are emphatically opposed to the use of the United States flag in advertising."

"The infringement of a trademark is a crime punishable by law. It is a far greater crime when an advertiser attempts to trade on the honor and integrity of the United States Government by using the flag in promoting the sale of a service or commodity."

"Nearly every State in the Union has a law prohibiting the use of the flag in advertising. The National Vigilance Committee of the Associated Advertising Clubs has handled numerous cases of this sort, and the records show that they have been handled promptly and effectively. In every case on record the advertiser stopped using the flag in his advertising when the matter was brought to his attention by the committee."

"I pledge you the full support of the Educational Department of the Association in getting before the advertising men of the country, through the local clubs, the code adopted at this conference for proper civilian use of the flag. The Vigilance Department will continue to take care of cases where the flag is used in advertising, providing these are brought to their attention. The organizations represented at this conference can be of great help in cleaning up these abuses by bringing them to the Vigilance Committee's attention."

Chicago Advertising Women Hold Election

Minerva J. Agur, of the H. C. Winchell Company, Chicago advertising agency, has been elected president of the Women's Advertising Club of Chicago at its annual meeting. Other officers elected are Cora C. Smith, first vice-president; Mrs. H. S. Judd, second vice-president; Verna O. Ward, recording secretary; Frances A. Wyman, corresponding secretary; Ora V. Johnson, treasurer, and Mrs. Dorothy A. Albertson, historian.

Long Island Duck Account with Peck Agency

The advertising account of the Long Island Duck Growers' Co-operative Association, Inc., Eastport, N. Y.; the Ice Service Company, New York, and John F. Trommer, Inc., Brooklyn, Trommer's White Label Malt Brew, have been placed with the Peck Advertising Agency, New York. Newspapers in New York City territory will be used.

Coffee Trade Pushing Iced Coffee as Fountain Drink

The Joint Coffee Trade Publicity Committee, New York, is making a special campaign to show druggists the advantages of featuring iced coffee in warm weather. Full pages are being used in business papers reaching the druggists, whose co-operation has been requested in an "Ask Them to Try It" campaign during the week of July 9.

C. E. Ted Huntley Joins "Screenland"

C. E. Ted Huntley has been appointed advertising manager of Screenland, Inc., New York. Mr. Huntley was recently with *Hearst's International*. He was at one time with the *Scientific American*, and with the John Budd Company, publishers' representatives, both of New York.

CINCINNATI

—To a lot of Easterners is “Out West”

—To Southerners “Up North”

—To Westerners “Out East”

—To Northerners “Down South”

—To Advertisers “A Strong Market”

The hustle and bustle of its own industry keeps it clothed with a prosperity that seldom fluctuates.

The CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

— will help you get and keep the Cincinnati Market.

I. A. KLEIN
50 E. 42nd St.
New York

R. J. BIDWELL CO.
742 Market St.
San Francisco

I. A. KLEIN
76 W. Monroe St.
Chicago

Covers Cincinnati Every Day
Covers in the Way That Pays

"The 18 to 30 age group of young women vital



Pearls



L. Heller & Son, Inc.

DIAMONDS, PEARLS, RUBIES AND SAPPHIRES
358 FIFTH AVENUE, AT 34TH STREET, NEW YORK

OFFICES AT
NEW YORK
PROVIDENCE, R. I.
AND MEMPHIS, TENN.

TELEPHONE
FRONT 2-1111
CABLE ADDRESS
PEARLS, N. Y. C.
Cable No. 1111
NEW YORK

May 31, 1923.

Mr. C. W. Fuller, Adv. Mgr.,
Photoplay Magazine,
221 West 57th Street,
New York City.

My dear Mr. Fuller:

It may interest you to know that Youth, the 18 - 30 age group of young women, - is a vital part of our market. On that point alone we regard Photoplay a necessary magazine for us in selling Deltah Pearls.

Added to the importance of youth is the spending suggestiveness of Photoplay's editorial content. This together with those precreated desires which the sort influences for such lovely things as Deltah Pearls puts Photoplay in the class of a star salesman for us.

Very truly yours,

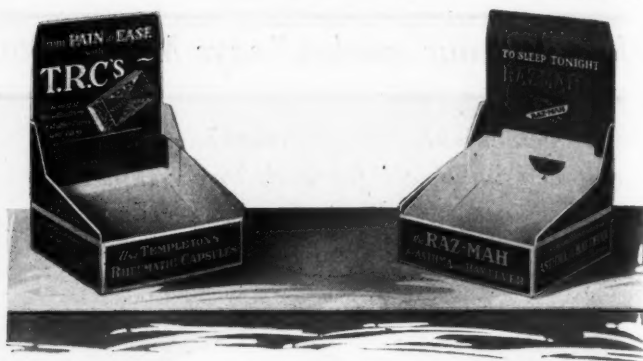
L. HELLER & SON, INC.

M. S. Parsons

Advertising Manager

MFC:FL

PHOTOPLAY MAGAZINE predominant



Opening new territory

This letter has been received from Templetons, Incorporated: "Everywhere we have offered our display containers to the retail druggists we have met with great success. We are given a position on the showcases of fully 90% of the druggists solicited.

"This applies to entirely new fields as well as old ground: We are now retailing in absolutely virgin territory, as far as we are concerned, and the containers are being received and admired by druggists who a week ago had never heard of us.

"Comment on the appearance of the containers has been very flattering."

Write us about your requirements. Send sample of product and designate number of units to be packed in a container. State quantity in which you are interested.

BROOKS BANK NOTE CO.

Springfield, Mass.

New York

Philadelphia

Boston

BROOKS DISPLAY CONTAINER

Lithographed Folding Boxes—Labels—Window Display Advertising

Advertising Enlisted for Aid of Small-Loans Institution

Pennsylvania Organization Shows the Way to Put Newspaper Space to Use in a Manner That Is a Service to Both Lender and Borrower of Small Sums

HOW advertising can be used to overcome a popular prejudice, not only as a foundation for future business but also in connection with immediate selling appeal, has been demonstrated in Philadelphia and several other Pennsylvania cities by the Guarantee Loan Company, Inc.

The firm is one of several large corporations operating under the relatively recently small-loan legislation in Pennsylvania and other States, being chartered to make loans to workmen and others without the usual commercial credit in amounts up to \$300 to an individual. In common with all the others, it charges 3½ per cent a month—the rate authorized by act of legislature.

In effect, the small-loan companies have taken over the vast lending business formerly done by a type of business man or corporation known as "the loan shark." The methods of lending, and particularly of collection from persons who fail to pay on time, have been revolutionized. These facts, however, are known only to a small proportion of the reading public.

In recognition of that situation the Guarantee company decided on a program of newspaper display advertising, which, as stated in the copy, would "Let light into the small-loan business."

Four advertisements were used in the first series in Philadelphia, Camden, Wilkes-Barre and elsewhere with so much success that another series is now being prepared and the campaign is to be continued. Heretofore virtually all the advertising of the loan brokers has been conventional, and even where the rates have been advertised details have not been made known.

The first advertisement of the Guarantee series carried a draw-

ing of a lighted candle in the upper left-hand corner, and beside it the caption "Light on the Small-Loan Business." Then came the following:

Ten years of intensive investigation have proven that the loan business meets a real, economic need. Legislatures throughout the land, recognizing the fact, have passed laws, setting a fair rate of interest, licensing the lender, requiring a bond for faithful operation and practical supervision by State Departments. Loans are made on household goods without removal, for thousands of different purposes. If you need money in an emergency, do not hesitate to borrow.

The second advertisement in the series was headed "More Light on the Small-Loan Business," and carried an illustration of two lighted candles. The third and fourth bore the caption "Bright Sunlight on the Small-Loan Business," and carried an illustration of a smiling sun. It is set forth in the copy that the bright sunlight "has proved it a necessary link in the structure of this nation. We help in this way: eliminating formality, establishing personal contact between our clients and ourselves, rendering that supreme service in lending—cooperation—based upon intimate knowledge of the borrower's problems and requirements. Loans are made requiring payment on principal and interest each month. No limit on principal payments gives borrower privilege of limiting cost."

It is quite possible that the recognition of the service to be given by advertising could not have been reached without fundamental changes in the small-loan business from what it was ten years ago.

The loan company can honestly advertise today that "the dominating idea of our management is that of service" because the records of the business as it is con-

ducted today show a marked improvement over the methods of the loan shark. It is stated by V. D. Moss, supervisor for the Guarantee company, that foreclosure sales of household goods on which loans are made are almost unknown today in the large small-loan companies.

As part of its advertising campaign the company also circulates



BRIGHT SUNLIGHT

ON THE

SMALL LOAN BUSINESS

\$10 to \$300 on Furniture, Pianos, Etc.

Has proved it a necessary link in the financial structure of this nation.

WE HELP IN THIS WAY: Eliminating formality, establishing personal contact between our clients and ourselves, rendering that supreme service in lending—co-operation—based upon intimate knowledge of the borrower's problems and requirements.

Loans are made requiring payment on principal and interest each month. No limit on principal payments gives borrower privilege of limiting cost.

Serving Philadelphians for Thirty Years

GUARANTEE LOAN COMPANY, INC.

A Different Kind of Loan Company

1005 MARKET STREET . . . Room 704 Vandam Building
Phone: Filbert 4719, Race 1003
N. E. Cor. 52nd and MARKET STS., over Franklin Trust Co.
Phone: Belmont 1027, West 1801
2700 GERMANTOWN AVENUE, Cor. LEHIGH AVENUE
Phone: Tingo 5768
23rd ST. and RIDGE AVE., Second Floor Phone: Diamond 4511

TELLING THE PURPOSE AND MISSION OF THE SMALL-
LOAN COMPANY IN NEWSPAPER COPY

by mail and directly to customers reprints by the Russell Sage Foundation of addresses by Arthur H. Hamm, second vice-president of the Provident Loan Society of New York, chairman of the National Federation of Remedial Loan Associations, and Walter S. Hilborn, acting director of the Division of Remedial Loans, Russell Sage Foundation.

It has been noted that the display advertising copy has reached a class heretofore not generally included among the customers of the small-loan brokers: men, for instance, earning relatively large salaries but without banking credit, who have always depended on friends for emergency funds and have fought shy of the small-loan companies.

"The return from this form of advertising, which we have been able to trace, is quite satisfactory, sufficient to indicate that it is worth our while to continue it and perhaps to expand," says Mr. Moss. "But an even more compelling reason for keeping up the new advertising is this response from a wholly new field of customers—a field that should yield big returns if adequately cultivated. We are therefore convinced that to reap the greatest benefits of display educational advertising designed to show that the small-loan broker is not in any way to be compared to the loan shark, it is necessary to continue it, and on as large a scale as possible."

Financed Buying of a Half-Million Cars

The General Motors Acceptance Corporation, New York, in the four years of its existence ending with the first quarter of 1923, reports the financing of 521,966 sales of automobiles built by the General Motors Corporation, involving \$348,431,795.

For the nine months the company operated in 1919, 25,635 cars were financed; 108,436 in 1920; 97,396 in 1921; 208,091 in 1922, and 82,408 in the first three months of 1923.

The report also shows that General Motors dealers, to supplement personal resources and bank credits, called on the Acceptance Corporation for \$17,624,795 in the nine months of 1919; \$83,401,256 in 1920; \$72,531,387 in 1921; \$125,048,589 in 1922, and \$49,825,372 in the first quarter of the current year.

"The Nation's Business" Appoints B. L. G. Rees

B. L. G. Rees has been appointed New England advertising manager of *The Nation's Business*, Washington, D. C. He was previously with the advertising department of *Engineering News Record*, New York. Mr. Rees will make his headquarters in New York.

"Woman's Weekly" Appoints J. L. Weatherly

Woman's Weekly, Chicago, has appointed J. L. Weatherly as its Philadelphia representative.

June 28, 1923

PRINTERS' INK

119



Prophetic Vision

in Advertising is reliable only when based on demonstrated past performance. What we have accomplished for our clients through the power of a Dominant Advertising and Merchandising Idea is an open record of results.

The time-honored rejoinder, "But my business is different" is the clue to *your own* opportunity. It is because your business is *different* that you can make your advertising *stick out* with a Dominant Idea campaign.



McJunkin Advertising Company

Five South Wabash Avenue, CHICAGO

Agency Association Approves London Convention

JAMES O'SHAUGHNESSY, executive secretary of the American Association of Advertising Agencies, was called upon for an impromptu speech at the New York Advertising Club at noon on June 25. In making it he said that the American Association of Advertising Agencies had officially given its approval of London as the 1924 convention city of the Associated Advertising Clubs of the World in the belief that wide benefits would flow to world selling from such a gathering.

Indicative of the agency association's interest in the welfare of the next convention, he gave assurance that the active heads of forty of the largest advertising agencies would go to London.

Mr. O'Shaughnessy made his talk immediately before a brief address by W. S. Crawford, vice-president of the Thirty Club of London, who had come to present to the New York Club a Union Jack as a mark of the Thirty Club's appreciation of the New York Club's helpfulness in getting the 1924 convention of the Associated Advertising Clubs of the World for London.

Before making the presentation Mr. Crawford said that he doubted not that the British understood the theory and psychology of advertising as well as Americans, but that he was certain his countrymen were not as proficient in their selling of advertising.

Carl Byoir, president of the International Consolidated Chemical Company and former associate chairman of the war-time United States Bureau of Public Information was another speaker who appeared before this meeting. H. H. Charles, president of the New York Club, presided.

Only a few days before this meeting at the New York Club a similar presentation had been

made at the Advertising Council of the Chicago Association of Commerce by Eric Field. At this particular meeting a film bearing the title "On-to-London" was shown for the first time.

Silk Association Has Trade-Mark Service for Members

The registration of seasonal trade-marks is becoming very popular, according to The Silk Association of America. In a recent copy of its official bulletin, the association states that many manufacturers find it necessary to have some official record of temporary trade-marks, even when it is not considered necessary to register them with the United States Patent Office.

Attention is called to the service which the association is performing for its members in this matter. To avoid error and duplication in registering trade-marks, the association has been conducting a trade-mark registration bureau for the last nine years. It keeps a careful record of registration with the Patent Office and since its organization in 1914 has registered a total of 11,000 trade names. As the basis of the right to a trade-mark is priority of adoption and actual use, the association urges its members to register their trade-marks with the bureau as a means of proof of origin and use.

Appointments by Edward Lyman Bill, Inc.

Franklin Johnson has been appointed advertising manager of *Automotive Electricity*, published by Edward Lyman Bill, Inc., at New York. He formerly was with the McGraw-Hill Co., Inc., and the Simmons Boardman Publishing Co., and more lately with *Automotive Merchandising*.

J. C. Cook has been promoted to the position of advertising service manager of *Tires* and *Automotive Electricity*.

Edward H. Clayton Dead

Edward H. Clayton, president of the A. C. Clayton Printing Company, St. Louis, died at his home in Webster Groves, Mo., on June 15. Mr. Clayton became associated with that company nearly thirty years ago, soon becoming president, in which position he remained until his death.

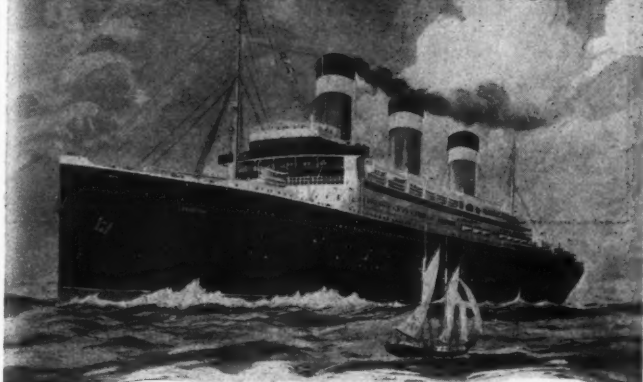
St. Louis "Star" Appointment

Arthur E. Kaye, who has been on the selling staff of the St. Louis *Star*, has been promoted to advertising manager of that newspaper.

Changes Name to Bromberg-Chanin Company

The Press Discount Service, New York, has changed its name to the Bromberg-Chanin Company.

THE "LEVIATHAN" MESSAGE



For a Greater American Merchant Marine

MARINE Engineering and Shipping Age is a believer in and sponsor for the American enterprise that has made the Leviathan the "Queen of the Seas."

The Leviathan represents an \$8,000,000 job for American men and materials. Sales possibilities in \$163,615,398 for construction, reconstruction and equipment have been reported to its advertisers by Marine Engineering and Shipping Age, thus far in 1923. Rather a Leviathan-like business to advertise to.

We would like the responsibility of first giving details of the available marine market; then satisfying you that Marine Engineering and Shipping Age circulates thoroughly among the specifiers, authorizers and purchasers of marine construction materials, tools, machinery and equipment. Then we would like to cooperate with you in attracting the attention of these buyers.

What have you that should be on marine requisitions?

SIMMONS-BOARDMAN PUBLISHING CO.

"The House of Transportation"

30 CHURCH STREET

NEW YORK, N. Y.

Railway
Engineering and
Maintenance

Railway
Signal Engineer

Railway
Mechanical Engineer

Railway
Age

Railway
Electrical Engineer

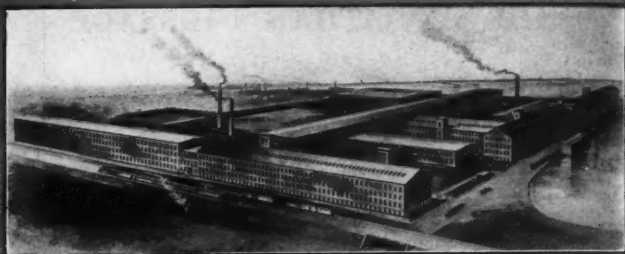
The
Boardman
Company

Marine Engineering
and Shipping Age

SIMMONS-BOARDMAN PUBLICATIONS

ALL A.B.C.

ALL A.B.C.



An Industrial Market that is "Different"

—it happens to be the second largest in the country—
the Textile Industry.

Perhaps the reason is the conservatism of the men who control the buying power; perhaps it is due to the peculiarities of manufacture in this specialized field; or it may be due to custom.

—but whatever the reason or reasons, the industry IS different.

Here at **TEXTILE WORLD** we know this industry. We know what mills buy; we also know why, how and how much they buy. This knowledge is the result of more than half a century of intimate contact.

If you have a product which you think mill men will be interested in, take us into your confidence. We will tell you frankly whether the industry offers you a profitable market or not.

If it does offer a market we will make specific suggestions as to how to reach it. This advice will be sound and fair for, in serving concerns making worth-while products, we are also serving our readers.

"Selling to Textile Mills"—a Booklet, sent on request.

Braden Lord & Nagle Co., 384 Fourth Ave., N. Y.

TEXTILE WORLD—A member of the Audit Bureau of Circulations and the Associated Business Papers, Inc.

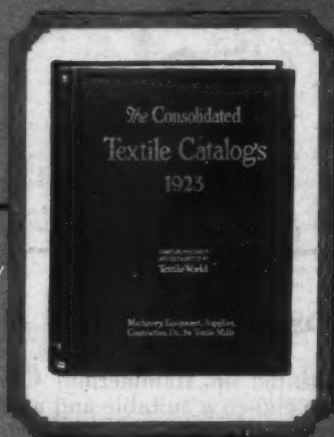
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A Debut—and a Record

The first issue of **THE CONSOLIDATED TEXTILE CATALOGS** has been distributed.

The publishers, realizing the importance of this book to the industry, expected it to be well received. But—they were not at all prepared for the flood of glowing compliments and expressions of appreciation that followed its appearance.

Here is how one mill man put it: "Just received our copy of **THE CONSOLIDATED TEXTILE CATALOGS** and have thrown away a five-foot shelf of odds and ends of catalogs. We thank you most sincerely."

It may be of interest to note that this book, compared with the first issues of catalogs of similar nature in other fields, has set a new record for total catalog pages.

We are preparing a booklet containing some of the letters received. It will give you a good idea of what type of men are using the catalog and their opinions of it. A copy of this booklet will be sent to any interested person.

Bragdon, Lord and Nagle Co., Publishers of TEXTILE WORLD
394 FOURTH AVE., NEW YORK
Boston—Chicago—Philadelphia—Greenville, S. C.—Cleveland—Washington

The Consolidated
Textile Catalogs



Your poster catches her eye

It's printed on Hammermill Cover. You've chosen a suitable and attractive color from the wide variety which Hammermill Cover offers, and your printer has turned out a clean, handsome job.

For Posters, Hangers, Window Cards, you can depend on Hammermill Cover to give you results that will be more than satisfactory—and at a price that will save your good round dollars.

Now made in Double Thick

Hammermill Cover in all colors and finishes is now made in Double Thick, a very heavy stock suitable for large catalog and de luxe booklet covers, mailing and return cards, substantial folders and sampling displays. Hammermill Cover, Single and Double Thick, is a complete low-priced Cover Line.

HAMMERMILL PAPER COMPANY, ERIE, PA.

Send for Samples

HAMMERMILL COVER

Single and Double Thick

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Advertising

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W. A. C
Advertising

Leaders Carry Line of Whitman Confections

Stephen F. Whitman & Son, Inc., Whitman's chocolates and confections, are using the trade-mark "Peek In" on packages of Jordan almonds in connection with a new Colonial window design. The package is made very attractive for a definite reason, as Louis W. Wheelock, advertising manager, tells in a recent letter to PRINTERS' INK.

"Our advertising appropriation," writes Mr. Wheelock, "does not admit of any special advertising for the minor packages in our line. They are, however, sold in considerable quantities by our retail sales agents and the demand for the entire line is stimulated by our advertising of the Sampler and Quality Group."

"The significance of 'Peek In' probably is that as these boxes have to stand alone without national advertising, we are obliged to dress up the package so that it will speak for itself on the dealer's case and be its own advertisement."

Robert L. Conner Joins Dolman & Hopkins

Robert L. Conner has joined the staff of Dolman & Hopkins, San Francisco advertising agency. For the last four years he was Pacific Coast sales manager of The Bonnie-B Company, Inc., New York, hair nets, powder puffs and veils. Mr. Conner was at various times assistant advertising manager of the Cincinnati *Post*, advertising manager of the *Ohio State Journal*, Columbus, O., manager of *Pacific Monthly*, San Francisco, and assistant manager of *Sunset*, following the merger of the two publications.

H. E. Warner in Engineering Field at Chicago

H. E. Warner has been appointed Western manager of *Professional Engineer*, Chicago, the official organ of the American Association of Engineers. He was formerly Western manager of *Hardware Dealers' Magazine*.

Will Represent London Agency

An arrangement has been made between Louis Frohman, advertising, New York, and Adams Publicity, Ltd., London, whereby the former will represent the latter in the United States and Canada. The Adams agency will represent Mr. Frohman in Great Britain.

Henning Boot Account with United Agency

The advertising account of the Henning Boot Shop, Inc., New York, has again been placed with the United Advertising Agency, of that city.

Joins Atlanta Agency

W. A. Cherry has joined the Harvey Advertising Agency of Atlanta, Ga.

Getting Women to Buy Kitchen Utensils by Recipe Route

A clever adaptation of food recipe copy to get the attention of readers is being used in newspaper space by the Hazard-Gould hardware store of San Diego, Cal. This store wanted to interest women in its advertising.

Accordingly, the store's advertising of cooking utensils has been coupled to a series of cooking recipes, the preparation of which calls for the use of some utensil. For instance, one advertisement gives a recipe for pimento potatoes. In preparing this dish a puree strainer is necessary. After the full directions for pimento potatoes are given, the copy states that the reader will find every kind of a strainer, large and small, in the Hazard-Gould store.

Selling Pineapple as a Health Food

The West Indies Fruit Importing Company in its newspaper advertising is educating consumers to the healthful qualities of pineapples. The copy informs the consumer that pineapples are not only delicious to taste and appetizing to smell, but they also are beneficial as a food. "Pineapple is also a powerful digestant, the doctors tell us," reads the copy. "Its juice is rich in bromelin, which is one of the best digestives known. It is rich in fruit acids, fruit sugars and mineral salts, all essential to health."

Michigan Dailies Consider Mutual Accounting and Insurance

Two important projects were taken under consideration at the recent quarterly business meeting of the Michigan League of Home Dailies. One is a uniform system of cost accounting and bookkeeping for all member papers, together with regular audits by a firm which would prepare comparative reports on all the participating papers. The other is the mutual underwriting of all insurance risks, including fire, libel, accident, damages and competition.

C. B. Dotson, Advertising Manager, Palmer Photoplay

Carrol B. Dotson, recently New York representative of the Palmer Photoplay Corporation, Hollywood, Cal., has been appointed advertising manager of that organization. Mr. Dotson was formerly with Barton, Durstine & Osborn, Inc., New York advertising agency.

With L. J. Mueller Furnace Company

L. Y. McAnney has joined the L. J. Mueller Furnace Company, Milwaukee, as sales promotion manager. Mr. McAnney was recently advertising manager of the McDougall Company, kitchen cabinets, Frankfort, Ind.

Eversharp Quota System Sells the Entire Line

(Continued from page 6)

The second black line indicates whether the salesman has reached or passed the quota. The chart, it will be observed, takes in the business for twenty-six weeks, or a half year. The black lines are started the first week and added to week by week in accordance with the way the sales returns come in, making the chart grow as the sales record is made.

The quota for each classification of merchandise is shown on the chart in figures. The black lines leading up to the figures make plain just how the quota is being realized.

A reading of the chart as shown here, which completes the record of the salesman up to the end of the nineteenth week, shows that he far exceeded his quota in metal and rubber pens and in lead. He fell considerably behind on the four classifications of pencils and miscellaneous. His total quota up to the end of the nineteenth week, it will be seen, called for the sale

of \$18,752 worth of merchandise. He sold \$21,300 worth, taking him well into his quota for the twenty-second week. But note the broken line beginning with the end of the nineteenth week and extending up to the twenty-first and the twenty-second. This shows either cancelled orders or the return of merchandise. Thus the salesman's total business up to the nineteenth week indicated by the solid line falls somewhat below his prescribed quota for that period, even though his business in pens and lead passed his quota for twenty-five weeks.

Wherever a broken line is seen on the chart this indicates cancellations or returned goods. It will be noticed that the salesman passed his quota on lower-priced pencils but that returns and cancellations pulled the net down below the required figure.

The originals of the charts are kept on file in the home office. Once a week, however, blueprints of each are made, one copy going to the salesman himself and another to his district sales manager. The salesman and his immediate superior then have a progressive weekly pictures of just what he is accomplishing, or failing to

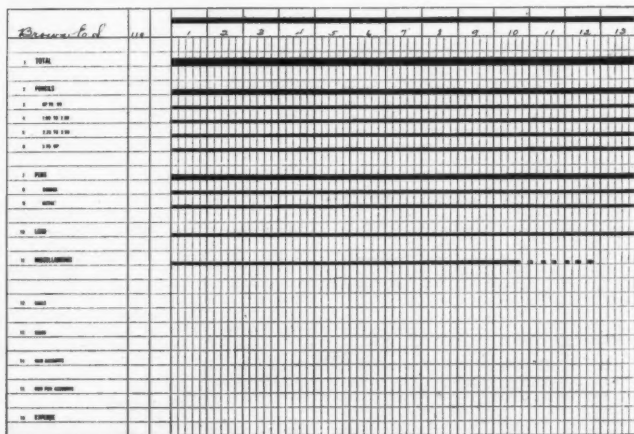
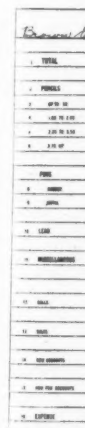


FIGURE 3—THIS BLANK, WHICH IS CONTINUED ON OPPOSITE PAGE, SHOWS GRAPHICALLY EACH WEEK WHETHER THE SALESMAN IS GOING AHEAD OF OR FALLING BEHIND HIS QUOTA

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sold \$5,000 worth in a week. Doubtless he never would have done this if it had not been for the chart. He had gone considerably past his total quota for the period and was piling up a big gross business, but his individual lines were suffering.

The weekly picture shown by the charts also brings home to the salesman the great need of working to keep down the returned goods business to a minimum.

One of our very good salesmen was much worried over the way broken lines were showing up in his chart, indicating that much merchandise was being returned. Ordinarily he would have judged things by his total volume of sales, but the new system kept pulling down his net to a place where it was exceedingly difficult for him to make his quota. This territory is in a district where business of all kinds had been poor for a long time, owing to a combination of circumstances that need not be detailed here.

Most of his trouble seemed to centre on our line of sterling silver pencils, and I asked him for an explanation.

"The drug stores don't seem to be able to sell sterling silver pencils any more," he said. "I have gone into store after store and found the stock tarnished and unattractive. I have had to suggest that the goods be sent back and new ones bought to take their place."

I showed the salesman where he was making his mistake.

"You would be doing the constructive thing," I told him, "if on visiting the druggist you would express surprise that he had not returned the goods to the factory to be cleaned and relabeled. You could offer to do this for him at once and at the same time secure an order for enough merchandise to fill out his line. Then there would be no returned goods to bother you and pull down your quota."

The salesman saw the point, and he is now coming along splendidly in his territory with sterling silver pencils.

Instances of this kind could be multiplied. When the salesman sees broken lines staring at him week after week the chart is sure to worry him. He knows exactly what he is doing and also knows that we know. Naturally he is going to exert himself to clean up things and put on the pressure where it is needed. And of course the same chart that he sees, gives us the opportunity to get busy with pressure also.

The chart system, in addition to being an unfailing guide in selling throughout the year, also has a powerful effect on manufacturing. A little while back the charts told us that most of our force was falling behind on a certain item. This could mean only one thing, and that was that something was wrong with the merchandise, either in style, quality or something else. Or perhaps the market had become saturated. If one salesman does well with an item and another does poorly, the fault may be said to be with the second salesman. But when these two and the others all around them fall down on the same item something must be wrong with the item.

We found out what was wrong in this case. It was in the merchandise. The trouble was corrected, of course, and now the sales are going up again.

This kind of information is something the sales manager hesitates, under normal circumstances, about passing on to his superior officer, or to the manufacturing end of the business. He might write it and run. But it is a pretty ticklish proposition for him to blame the merchandise for causing his department to fall down. But when he has facts and figures of the kind I have just spoken of he can present them in a way that cannot be answered. Thus the trouble can be corrected instead of waiting until the end of the year, when the facts probably would come out anyway.

When a sales manager can know exactly, day by day, week by week, what his department is accomplishing and pin it down to

(Continued on page 133)

What Is "Class" Circulation?

A FEW publishers—some advertisers—and a great many advertising men define "class" or "quality" circulation, as though it had some reference to, or bearing on, the social standing of those who comprise it.

"Class" or "quality" circulation is purely a commercial term. It means circulation among that part of the population who have enough money to buy what they need or want. As opposed to it, there is "mass" or "quantity" circulation, which means circulation among that part of the population who have not.

When the New York resident is financially able to live in ordinary comfort, he becomes a theatre patron. The circulation of Theatre Programs in New York, is, therefore, confined to the people who have at least enough money to satisfy their needs. There are various methods of advertising to the others.

Programs for 60 legitimate New York theatres—
aggregating 1,600,000 circulation monthly.

Published by

New York Theatre Program Corporation

108 Wooster Street

New York City

Selling Is the Cure for Any Kind of a Slump

EVERY successful business today to a certain extent depends upon the work of the chart and graph experts. Their study of cycles and their relations to sales have become indispensable.

Too close study of cycles is apt, however, to result in an over-emphasis on this phase of business and a consequent neglect of another and just as important phase, the human side of selling.

Joseph Ewing, General Sales Manager of the Phillips-Jones Corporation, manufacturer of Van Heusen Collars, etc., is a sales manager who believes that too much emphasis has been placed on cycles. "Selling is done to human beings by human beings," he says, and proceeds to show what this text has meant in his wide experience, first in the advertising agency field, then in banking, and then in the work of sales manager.

His article, "Selling Is the Cure for Any Kind of a Slump," in the July issue of *PRINTERS' INK MONTHLY*, cites incident after incident of how real, human selling has overcome slump times. He shows that bad times are an incentive rather than an obstacle, that the real salesman, managed by an understanding sales manager, doesn't know the meaning of the word "slump."

It is an article full of brass tacks inspiration. It is written against the background of years of experience. It in no way belittles the study of statistics, but it is a splendid plea for a recognition of the biggest factor in selling.

NINE WAYS TO GET CO-OPERATION FROM DEALERS' CLERKS

The retail clerk is either an ally or an obstacle. His backing is a powerful influence behind any product. His antagonism will sometimes go a long way toward slowing down the best advertising and sales effort. C. B. Larrabee made a study of the methods used by a number of nationally known manufacturers to get the retail clerk behind their products. There are nine outstanding methods, and each one is carefully explained in an article in the July issue of *PRINTERS' INK MONTHLY* that points the way to a closer co-operation between manufacturers and clerks.

June 28,

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ADVERTISING AS THE DIRECTOR OF LEVER BROTHERS SEES IT

In one of the few interviews given out by him while he was in this country recently, John Cheshire, Managing Director of Lever Bros., Ltd., and retiring president of the Thirty Club of London, told Roy Dickinson what advertising has meant to his company and what he believes it means to the world today. "The business of advertising should be put on the priority list of industries and nations and kept there," is his message, and he tells in the July MONTHLY why he believes in that message. It is an interview with a little different viewpoint, fresh because it comes from one of the business leaders of another nation.

HIRING, TRAINING AND DIRECTING 1,500 SALESMEN

Recently the Burroughs Adding Machine Company made a sweeping change in its sales organization. Frank H. Dodge, Vice-President of the company, told G. A. Nichols what the change was and why it was made. The result is an interview in the July MONTHLY which tells how Burroughs has increased the efficiency of its sales department and gives a number of significant side-lights on the company's policy of finding salesmen and directing them after they have been found.

HOW AMERICAN RADIATOR PUT OVER THE ARCOLA HEATER

Sales plans can be charted in advance and results anticipated up to a certain point. But every sales executive knows that no plans can take care of the unexpected obstacles. These have to be met as they arise and on the handling of them often depends the making or breaking of an entire campaign. The Arcola Heater campaign perhaps met more than its share of the unexpected. Therefore the story in the July MONTHLY of how Arcola was successfully sold as told by R. B. Flershem, General Manager Sales of the company, is particularly significant to every advertising and sales executive.

In the July issue of PRINTERS' INK MONTHLY there are twenty other vital and interesting articles, each one with a message for the progressive sales and advertising executive. Among them are

**WHAT THE GOVERNMENT DOES FOR OUR MANUFACTURERS
ABROAD**

**INSIDE OR OUTSIDE CONTROL FOR THE SMALL-TOWN
SALESMAN?**

ADVERTISED PRODUCTS ARE AMERICANIZING IMMIGRANTS

THE ACCOUNTANT AS AN AID TO THE SALES MANAGER

A SALES CONVENTION THAT LASTS FOR TWELVE MONTHS

**HOW SOME COMPANIES ARE BUILDING EFFECTIVE SALES
MANUALS**

Executives in charge of sales and advertising find the articles in PRINTERS' INK MONTHLY informative and helpful because they are based on the successful experience of other manufacturers.

PRINTERS' INK MONTHLY

25 cents a copy \$2.00 a year

185 Madison Avenue

New York

*The McCann
Endorsement
on a product
is its Final
Seal of quality.*

First for Food!

-THE EVENING MAIL*

With Alfred W. McCann



McCann now with The Evening Mail! That's real news to makers and sellers of foods. For ten years McCann has dominated public thought in New York on food. He has proven to be the *one* factor in the Greater New York food market indispensable to advertisers seeking to win that market as it can be won. His paper carried the largest volume of food advertising in New York.

In New York and through the Nation, McCann's name stands today for everything that is best in food. He has taught a vast public to demand honest food products. He is the valued ally of the great body of conscientious food producers: each strives continuously to standardize the industry for honest products. Writing exclusively for The Evening Mail, McCann now inaugurates new and important campaigns to this end.

THE EVENING MAIL

New York, N. Y.

Should Be "No. 1" on Every Food Schedule

*Net Paid Circulation now 200,000 daily

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individual items, he then can be said to be proceeding in a constructive manner. If anything is wrong it can be fixed before great damage is done. The inevitable result is a bigger volume of business.

The hardest thing about the administration of our system, from a clerical standpoint, is the breaking down of the quotas into items and weeks. In doing this for the second half of 1923 we are utilizing the aid of the salesmen themselves. Each salesman was given a book of blank forms. On the first page of the cover is his name and his fall quota. He is instructed to list in the book the name of every dealer in his territory with a detailed estimate of the merchandise he thinks he will be able to sell each dealer from July 15 to December 31. He must estimate what he thinks each dealer will buy in pencils, rubber pens, metal pens, lead and miscellaneous items, and the total estimate should equal or exceed his fall quota. If he thinks it is impossible to attain the quota, he must report that fact at once to his district sales manager.

When the book has been filled out he must send it to his district sales manager, who will analyze the figures and suggest any changes that may be needed. For one thing it is morally certain that some of our men will underestimate their ability to sell rubber pens. In such cases we can suggest they revise their figures.

The book will be returned to the salesman as a guide and pattern for his daily work. On starting out in the morning he will not have to ask himself: "I wonder where I can get an order today?" His little book will show him that the next name on his list is John Jones and that he must attempt to sell Mr. Jones a certain definite amount of pencils, pens, lead and miscellaneous items.

Each day being planned on a definite basis, the salesman is constantly working to a pattern, and putting sufficient pressure on each item in the line comes as a matter of course.

Pacific Coast Advertising Clubs Meet

THE Pacific Coast Advertising Clubs Association held its twentieth annual convention at Spokane, Wash., June 17 to 21. The first general session was held June 18 at which the principal address was made by Martin Pierce, of the Hoover Suction Sweeper Company, Canton, O., on "Good-Will—the Basis of Advertising." Don Francisco, manager, Los Angeles office of Lord & Thomas, spoke on "Research and Investigation Ahead of the Campaign."

Lou E. Holland, president of the Associated Advertising Clubs of the World, spoke on "Carrying the Banner of Truth" at the general session Tuesday morning, and later addressed the local chamber of commerce at its weekly luncheon on "What Organized Advertising Is Doing for Business."

Departmental sessions were held on advertising agencies, better business bureaus, church advertising, financial advertising, direct-mail, retail, graphic arts, outdoor, community and newspaper advertising.

Better Business Bureaus of the Pacific Coast, prior to the regular sessions, perfected an organization known as the Better Business Bureau Conference of the Pacific Coast Advertising Clubs Association. Elliott M. Epstein, counsel of the San Francisco Bureau, was elected president, the only executive named.

Fresno, Cal., was chosen as the 1924 convention city.

Hosiery Account for Donovan-Armstrong

The advertising account of the William Brown Company, Philadelphia, manufacturer of Granite, Defiance and Vanitie hosiery for women, has been placed with Donovan-Armstrong, advertising agency of that city.

Joins A. Stein & Company

W. R. Singleman, formerly with the advertising department of the N. K. Fairbank Company, has joined the advertising department of A. Stein & Company, Chicago, Paris and Hickory growers.

Getting the Facts in Commercial Research Work

Agency Files Yield Specific Examples

By Roy Dickinson

II

SOMETIMES a manufacturer takes things for granted until he makes a research of his business and its possibilities or has one made for him. His sales may be limited by preconceived notions about conditions that are false. Things have always been done this way, therefore it is the right way. Why change the custom?

Such cases of letting well enough alone until sometimes it is no longer "well enough," have held down sales on many products. Take grasshoppers and harvest twine, for example. The sisal growers had a monopoly for binding twine in the wheat fields because grasshoppers consumed every other kind of twine. Commercial research in this case took the form of finding out more about the tastes of grasshoppers and why they ate twine other than sisal. A careful study of the habits of these pests brought out the fact that grasshoppers leave sisal hemp alone because the leaves are soaked in fresh water. Other kinds are soaked in salt water. Grasshoppers eat the twine because of the salt. They would eat sisal also if it were dipped in salt water. Soak Manila hemp in fresh water and grasshoppers won't eat it. This was the course suggested after research among consumers—who happened, in this case, to be grasshoppers.

I have found numerous examples of cases where research by advertising agencies changed the method of manufacture of the product or even changed the product itself. Many of the new uses for old products which have been recounted in PRINTERS' INK came entirely or partly as a result of agency investigation. A company making a product similar

to the grasshoppers' food, found that its twine could be used to make knitting bags, rugs and similar articles. This company started a twine knitting fad that added largely to sales.

Felt used in paper-making machinery was found excellent as a material for blankets used by campers. Another research showed that electric lights were excellent for awaking hens earlier and thus urging them to lay more eggs; a motorcycle manufacturer found that farmers and their sons could use his product to great advantage as an auxiliary on the farm; glue was a product which really stuck on dealers' shelves until certain makers found scores of new users; soap flakes, used at first for textiles only, now make automobile owners proud of last year's cars as they shine anew in the sun.

RESEARCH CREATES SALES POSSIBILITIES

New sales outlets also have often turned near failure into success, and agency research has suggested many of them. A new room in a house offers a true new sales outlet, as the makers of Beaver Board, linoleum, bathroom equipment, and many other products discovered by creating them.

An agency research brought out the fact that part of a room is just as truly a new sales outlet. An old-established firm which had long imported tapestries, advertised its upholstery goods to the trade. But these goods were by nature slow movers. Retailers had to wait for the one customer who wanted a particular type of upholstery. The company could resell its retailers no more quickly than retailers could sell consumers. There was pressing need for a new idea if the business was to go ahead. An agency man told the firm that facts came from foot-

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FROM

June 28, 1923

PRINTERS' INK

135

Open Letters to Advertising Agents

The NATION'S BUSINESS



Published by
The CHAMBER of COMMERCE of
the UNITED STATES of AMERICA

Washington

June twenty-sixth
1923

J. Walter Thompson Company,
New York City.

Gentlemen:

Careful buyers of space like a magazine covering a clearly defined field. Such a magazine gets quick recognition as one of the useful tools of the advertising business.

Friends of The Nation's Business say that is what has caused our strong move forward. There was need for a magazine built to interest the leading business men in all lines. There was need for a medium appealing to those men directly and exclusively. There was need for a magazine presenting the national point of view in business. Our steady growth in circulation to over 110,000 indicates the audience that was waiting for such a publication.

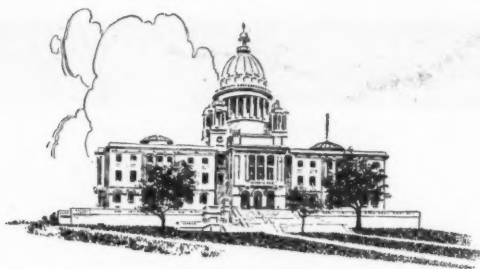
And how important is an audience of 110,000 business leaders so interested in their own business that they want to know the underlying currents of commerce in every section of the country. How many business conferences do these men dominate. How many buying decisions do they make. How important is it to have your clients' sales messages constantly in the hands of these 110,000 men as they move in the thick of business action.

The answer is given by advertisers and agents who are using the magazine so extensively that our gains, according to Printers' Ink figures, have been 50% or over for the last eight months. We are glad to number you among those who have helped to make such gains possible.

With heartiest good wishes.

Victor Whitlock
Victor Whitlock.
Director of Advertising.

FROM THE NATION'S BUSINESS



RHODE ISLAND STATE CAPITOL AT PROVIDENCE

TO NEW ENGLAND MANUFACTURERS

We offer the services of an experienced organization located near enough to your business for close and continuous co-operation with your own advertising and sales departments.

"They work *with* us as well as *for* us," is the way one of our clients puts it. And the results are highly satisfactory to all concerned as shown—not so much in the number of accounts we handle—as in the average number of years we have served each client.

Easy accessibility is only part of the story. A copy of "—then go ahead" sketching our experience and equipment may be of interest on the question of just what this agency *is willing and able* to do for its clients. We will be glad to mail you this booklet.

WALTER B. SNOW *and* STAFF

Advertising

Charter Member of American Association of Advertising Agencies

60 HIGH
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work, that he wouldn't try to drag a new idea out of the ether but that he would ring some doorbells and report later. He took three cities widely separated for his testing ground, went to one city himself and sent two associates to the others. Each promised to call on twenty-five typical housekeepers and five real estate men to find out, if possible, what new decorative idea could be used in an average American home.

The new outlet was found to be the wall space in peoples' homes, the new idea, tapestry wall panels to sell from \$5 to \$100. Most of the people who discussed a carefully prepared list of questions were regular customers of department stores. They said that they had received real help from stores in giving expression to their own sense of the artistic in furniture, rugs, lamps and other decoration, but little help on the walls. In homes otherwise tastefully decorated all sorts of things were found on the sides of the rooms. "The Midnight Alarm" in near oil, a *passe partou*, a portrait of Uncle Hiram, a fake etching, a water color by little Alice. In bed spreads, floor coverings and all other accessories, dealers had helped, the householders reported. But so far as walls went, they had been left to their own devices with results which were sometimes weird.

The results of scores of interviews with consumers and department stores were correlated and made the basis for an advertising campaign to the stores. The firm with the facts to back it up, announced in business papers that it was ready to help department store owners organize a new department to be known as the home decorations department, as an answer to "a well defined demand on the part of home owners for home decorations which conform to the artistic interiors of modern dwellings."

This campaign, featuring an entirely new product in which a definite merchandising plan was offered to department stores, came as a direct result of an agency's desire to get the new idea from

facts rather than inspiration. Many similar new sales outlets and new uses have often been dug up by agency investigations as the result of interviews with dealers, jobbers, and consumers.

But in addition to new outlets and new uses, often a change in the product itself has been made as a result of a search for facts. The jobber, retailer and consumer—like the grasshopper—have unusual preferences, needs, likes and dislikes. Getting a line on these preferences has often meant a change at the factory. Mechanical weaknesses in the advance model have often been pointed out by dealers. One manufacturer postponed the marketing of an important product until changes were made which came as the result of suggestions made by jobbers' salesmen, interviewed by research men—changes which made the product far more useful to the final buyer.

GOES DIRECTLY TO CONSUMER FOR SUGGESTIONS

Another well-known specialty received its trade-mark and its greatest talking point from suggestions made by consumers in retail stores, jotted down by a staff of five men in five different States. A change was made in a well-known watch which opened up far larger sales possibilities. The watch had long been noted for its exactness. It had a fine movement and was extremely popular among men who had to work to the second in transportation and similar lines. The case was built on useful lines. An investigation made by five research men among 500 retailers in widely separated parts of the country, showed that the company was missing a big market by keeping the case too plain, big and substantial. It was a common thing for a retailer to say something like "Now for the love of Mike don't tell Jones at the home office, he's a pal of mine. I wouldn't hurt his feelings for the world. But if they would only keep the present movement but put it in a case like this we'd sell a lot more." And then the retailer would show

a beautiful, thin model of a Swiss watch. The combined reports of the five men in their 500 dealer interviews resulted in a revolutionized style policy at the factory, and the opening of a new broader market by a drastic change in the appearance of the product.

I know one advertising agent who won't talk of "commercial research." He doesn't like the term or its implication. But he does go after the facts. He doesn't shirk the responsibility of furnishing his clients with ideas. He calls it "doing a job." His ideas must come from facts; if something is wrong he goes out to find why. He usually goes himself and takes a man along from the client's organization. He duplicates this team in four or five localities, one of his own men with one of his client's, and then goes out to "get the dope." He finds that this method gives the outside viewpoint and the technical viewpoint, both of which he thinks are essential.

Recently one of his clients had a leader which was going well and another product which seemed to be standing still. It was a fibre board used in the building field. It was an excellent product, but sales were slipping. He took one of the manufacturer's salesmen with him for a quick trip to four big centres. Another executive and a company salesman went in another direction and a third pair to smaller centres. Informal interviews were arranged with builders and architects. Two facts were discovered which were hurting sales. Builders and architects had not secured good results with the product because it had been applied in a wrong manner. Moreover, the production manager at the factory in his desire to make a good record for quantity and quick delivery was allowing the board to go out from the factory before it had been properly seasoned. This caused it to warp when applied.

On the return of the three

The Lengthening Shadow

¶ As the tree grows its shadow lengthens.

¶ Rotary has grown each succeeding year until it has become a power in the service of humanity and its official publication—THE ROTARIAN—has grown in usefulness, both in spreading the gospel of Rotary and in its service to national advertisers.

¶ The spirit of Rotary is now operating in 27 countries with 1,500 clubs and a membership of more than 90,000 prominent, intelligent, thinking men—men who go out into the highways and byways under the banner of SERVICE.

THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations


Eastern Representatives
Constantine & Jackson
7 West 16th St., New York

CHICAGO

Mid-West Representatives
Wheeler & Northrup
1340 Marquette Bldg., Chicago

Advertising Manager, Frank R. Jennings, 221 East 20th Street, Chicago
Subscription price: \$1.50 in U. S., Newfoundland, Cuba, and other countries to which minimum postal rates apply; \$1.75 in Canada; \$2.00 in all other countries

Published Monthly by Rotary International



Compensation

A manufacturer is no stronger than his dealer organization. When the manufacturer takes steps to build the dealer's business, then the dealer, in turn, builds the manufacturer's business. This unchangeable circle of compensation is taken advantage of in the plan we are successfully using for building the business of a number of leading concerns.

Interstate Highways Service Company

A National Organization

839 Larrabee St.
CHICAGO, ILL.

INTERSTATE
HIGHWAYS
SERVICE CO.
CHICAGO, ILL.

Air Castles?

NOT on your life! In March, Gary's building permits amounted to \$700,000, April \$406,777, May \$377,000. This is only one of the many indications of healthy growth and prosperity. A fifty foot lot at Sixth and Broadway which sold 15 years ago for \$1,700 today has an established value of \$130,000.

Bank clearings for March were \$14,973,000, April \$15,862,000, May \$18,690,000.

A city where everything is right for the successful promotion of your product. Reach 11 out of 12 Gary homes through the

GARY POST-TRIBUNE

Gary, Indiana

Western Offices

Knill-Burke Co.

Peoples Bldg. Chicago

Eastern Offices

Knill-Burke Co.

Brooklyn Bldg. N. Y.

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agency men and the three manufacturer's salesmen, a book of instructions as to application was immediately started. The production manager was also instructed in the relative importance of quality and quantity. With two important sales obstacles eliminated, a new advertising campaign to the trade is being prepared. The sales force has been told of the results of the investigation and told how to meet objections based on the two main obstacles. The agent who told me of this incident likes the idea of "doing a job" in company with one or more of the manufacturer's salesmen. It gives him the technical slant he needs and helps him when it is time to present the result of a search for facts to the rest of the selling force.

In direct contrast to this simple search for facts was a comprehensive survey made by an agency for a company selling gasoline and lubricants. A problem was faced by this company which involved a very large sum of money. It was considering the advisability of marketing its product on a national scale as well as in certain localities. The question of nationwide distributing stations was a colossal one, since the company had considered the advisability of purchasing outright a large number of gasoline filling stations. The two other alternatives were financing individual dealers or lending co-operation in the form of leases to the liveliest dealers it could find in each locality. A million dollars or more was at stake in adopting the right policy, and the right policy for the company depended almost entirely upon the dealers' attitude toward the various possible methods. The facts had to be secured quickly. The agency to which this job was assigned took five of its regular investigators and added three other trained reporters.

A blank for a dealer-field survey on gasoline, one on motor lubricants, and a consumer-field survey blank were prepared. A flock of eight flivvers was secured, territories allotted and the search for facts was on. Representative sec-

tions from the New England States to Maryland and as far west as the Missouri River were on the route. A mail questionnaire was used as a check at the same time. Four hundred and twenty-five gasoline dealers and 982 oil dealers were queried. Some of the divisions on the gasoline blank were: name, address, name of individual interviewed, position (owner, foreman, service manager), kind of business (garage, filling station, accessory store, farm implement dealer), whether business was located on side street or main thoroughfare, what brand was displayed and advertised most thoroughly and the method of display.

As sub-heads under "methods of display" the investigator was asked to mark down:

- Brand.
- Flange Sign.
- Painted Wall Sign.
- Detachable Wall Sign.
- Electric Sign.
- Portable Tanks.
- Pumps.
- Window Pasters and Strips.
- Window Display.

Another division on the blank "sales data" contained questions designed to find out how many gallons of each of nine kinds of gasoline the retailer had sold in the past month, the number of portable tanks and pumps for each kind carried, which brand showed the greatest increase in the past six months, the dealer's reasons for such increase. He then was asked if he preferred to own his own gasoline dispensing equipment or to lease it from an oil company, and why; what kind and make of gasoline pump he preferred; the terms on which his present underground pumps had been installed; the price he sold each brand per gallon and the price he paid for it; what cash discounts and quantity discounts he received from each company; what brand he used in his own car, why he preferred it, and similar questions.

Another division of the blank was devoted to advertising. One question named nine brands and asked which of these the dealer recalled having seen advertised

and where he had seen its advertisement. What form of advertising he thought increased his sales most, what advertising helps were furnished by each of the makers whose gasoline he sold, were other questions. Three special questions for dealers who sold the company's product, completed the list. They were designed to discover which of the dealer helps issued by the company helped most in increasing local sales, and to induce suggestions from dealers as to how the company could improve its service at the point of sale. The mail questionnaire to truck and car owners was just as complete in its search for facts, as was the dealer survey on lubricants.

When the flivver-equipped group of fact finders reported back to the home office, they had a mass of information applying directly to the imminent problems faced by the company. Later an agency executive and the president of the company, with the facts arranged

in graphic form, took a month's trip to the principal offices of the company in all parts of the country. Sales meetings were held in each office with fresh-from-the-field facts, instead of opinions, as the raw material for discussion.

The salesmen were enthusiastic over these fact meetings. They had information as to the dealers' attitude toward fundamental policies as well as details. It was sales information of real value.

As in the case of the simple search for facts about wall-board, the results of this more elaborate investigation were brought into immediate contact with the company's sales force. This proceeding obviates one of the dangers of commercial research, the idea of research for research sake. When the information secured by professional research men is forced to stand the test of being analyzed by the very men who are calling on the same dealers, it stands little chance of getting by if it runs off into theories about



DORRANCE, SULLIVAN & COMPANY

Formerly Grandin-Dorrance-Sullivan, Inc.

Advertising

130 WEST FORTY-SECOND STREET

NEW YORK

Main at Colfax
SOUTH BEND

McCormick Building
CHICAGO

Truth

Established 1898

412 Eighth Avenue
New York City, N. Y.

THE CATHOLIC PRESS ASSOCIATION

The new chain which links the Catholic publications of the country, making them a Catholic unit for the purposes of a national advertising campaign, is The Catholic Press Association.

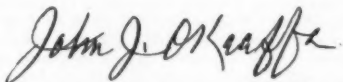
Included in the Association are practically all the leading and most representative Catholic monthlies, semi-monthlies, weeklies and dailies.

You could, therefore, plan a national campaign, to be carried out simultaneously in all sections, or you could build up your campaign just as you build up a sectional bookcase.

The combined circulations of the publications included in the chain formed by the Catholic Press Association total 2,355,013.

TRUTH MAGAZINE has been a member of the Audit Bureau of Circulations seven consecutive years.

TRUTH MAGAZINE goes to press on the 10th of each month. Copy received up to July 10th will be in time for insertion in the August number.



President.

EDWARD P. BOYCE
Eastern Advertising Office
706 Emmet Building
New York, N. Y.

JOSEPH P. SHEILS
Western Advertising Office
906 Boyce Building
Chicago, Ill.

You can fool the National advertiser. You can't fool the department stores.

Five Months of Department Store Advertising Lines

CAPITAL . . . (Evening Only)	—872,275
2nd newspaper (Evening Only)	—718,499
3rd newspaper (Evening Only)	—241,417
4th newspaper (Morning Only)	—20,582

For more than twenty-five years the Capital has been the chief reliance of the Des Moines department stores in producing their sales. The annual sales of Des Moines five department stores at the present time amount to \$14,000,000.

The Des Moines Capital can deliver the Des Moines market to any national advertiser. The Des Moines market means the city of Des Moines and its actual trade territory covering a radius of from 75 to 100 miles. No Des Moines newspaper nor combination of newspapers can deliver more than the Des Moines market. No Des Moines newspaper nor combination of newspapers can deliver the Iowa market. No Des Moines newspaper can deliver the Sioux City market, the Davenport market, the Burlington market, the Cedar Rapids market, etc. It is not necessary to use a combination of newspapers in Des Moines to get the Des Moines market. The Capital at 14c a line will deliver the Des Moines market to any national advertiser, just as it has delivered for twenty-five years to department stores.

The Des Moines Capital competes with a publisher who advertises a morning and evening combination as a single newspaper with a single circulation. This confuses many national advertisers. The national advertiser who buys a morning and evening combination in Des Moines is overbuying the market.

The Des Moines Capital

"The Department Store Newspaper"

LAFAYETTE YOUNG, Publisher

Special Representatives: O'MARA & ORMSBEE, Inc.
New York—Chicago—San Francisco

relativity or represents blue sky opinions instead of brass tacks.

There are, of course, many other sources for facts open to the agency in addition to those secured by making a field survey and interviewing key men in the different departments of a manufacturer's business, such as the factory superintendent, head of the purchasing department and others. Some agents always make a thorough library investigation before making the field survey. Others prefer to go into the field in such a frame of mind that they can declare they know nothing of the business, and are therefore not attempting to advance any preconceived notions. Some agencies use their own organization as a try-out place, maintaining a model kitchen and the like, or merely distributing samples of a product to get the home reaction and obtain selling points.

Information on markets to check a field survey is often obtained from study of reports of

the United States Census and other Government and State departments, and from organizations which specialize in research.

The research department of PRINTERS' INK and other business publications, the research and testing departments of magazines, the marketing bureaus and merchandising departments of newspapers, the museums of the big cities, all offer valuable sources.

When the facts have been gathered from all possible sources the job, before the advertising appears, divides itself into four main study parts:

1. The Product. Under this head come the new uses, better selling points, price, advantages and disadvantages inherent in the product itself.

2. Distribution and Sales. A study of the factors of distribution and sales with the methods of operation.

3. The Market. Investigation of the possible and present market, including extent of possible sale,

The Quality Group

Atlantic Monthly Review of Reviews
Century Magazine Scribner's Magazine
Harper's Magazine World's Work



681 Fifth Avenue, New York

seasons, locations, trade conditions competition.

4. Means. A study of the mediums available and means which can be used to carry the story of the service and product to the possible buyers.

In all these divisions a search for facts gives a sound basis for operation. Sincere and unbiased research has prevented many a manufacturer from bucking up against a stone wall in his marketing efforts, has changed the policy, product and methods of many a firm.

The search for the kind of facts which induce the manufacturer to operate on knowledge instead of a hunch, is commercial research with the bunk removed. And while many manufacturers and agency men object to the term, all seem to agree that facts are good things upon which to build a strong sales foundation.

The Pacific Advertising Agency, Los Angeles, has been formed by T. Caven and E. M. Crabtree, of that city.

Two Marion, O., Papers under New Control

The Marion, O., *Tribune* and a controlling interest in the Marion *Star*, have been purchased by Louis H. Brush and Roy D. Moore. Control of the Harding Publishing Company, publisher of the *Star*, was purchased from President Harding, who had owned the paper for nearly thirty-nine years. He remains a stockholder with editorial association. The *Tribune*, an evening paper, will become a morning publication. The *Star* will remain an afternoon paper. Mr. Moore, a resident of Columbus, O., will assume the business direction of both papers. Mr. Brush is publisher of the Salem, O., *News* and the East Liverpool *Tribune* and *Review*.

Dr. Jeanne Walter Appoints Redfield Agency

General magazines, Sunday newspapers and rotogravure sections are being used in an advertising campaign which Dr. Jeanne Walter, New York, manufacturer of rubber reducing garments, is conducting. This account has been placed with the Redfield Advertising Agency, of New York.

Martin Ullman, managing artist of the Gotham Studios, Inc., New York, has taken over that business and will continue it under the name of the Martin Ullman Studios.

"Of course a good advertising drawing is something more than just a work of art; and I have found that Cavanagh & Bensinger have that happy faculty of getting a 'selling thought' into their layouts and drawings without sacrificing artistic excellence."

W. J. Merrill
ART DIRECTOR
H. W. KASTON & SONS ADG. CO.

C
B

CAVANAGH & BENSINGER
INCORPORATED

Art for Advertising

120 W. 32nd STREET, NEW YORK

PHONE, PENNSYLVANIA 1760



Why Confined to New York State Industries?

Why does the advertising agency of Moser & Cotins confine its offer of service to New York State manufacturers?

Because it is organized especially to serve New York State accounts so as to provide them with exceptionally close and frequent contact. The cost of this service would be prohibitive if applied outside the state, excepting only to very large accounts.

The New York State manufacturer, regardless of the size of his advertising appropriation, can secure genuine, thoroughgoing service through this organization. He can receive the added benefits that come when his relation with his advertising agency is really intimate and the contact frequent.

By the simple process of inquiry you can learn the facts about this service; review the eight years' record of this agency, and know more of its staff, facilities, and equipment.

MOSER & COTINS Advertising

UTICA, N.Y.



Member
AMERICAN ASSOCIATION
OF ADVERTISING AGENCIES

The **Foreign Language Market in America**

The announcement of this book, dealing with the 26 million foreign language speaking consumers in the United States, has brought forth an extraordinary volume of requests for it from the foremost Advertising Agencies and Advertisers in the country.

Many express the belief that a book so complete, scientific and exhaustive marks a new epoch in the development of a new field for advertising and merchandising.

One says:

"A conference without this book will hereafter be a mere talkfest."

A limited number of copies have been reserved for complimentary distribution among Advertising Agency executives and National Advertisers who request it.

Price

\$10.00

a Copy

Partial List of CONTENTS

Foreword by JAMES O'SHAUGHNESSY, Executive Secretary A. A. A. A.
Preface by R. P. CLAYBERGER, Foreign Language Newspaper Comm. A. A. A. A.
Introduction by NATHAN H. SEIDMAN.
Extent of Market.
Geographical Distribution Charts.
Selection of Media.
A. B. C. and the Foreign Language Press by STANLEY CLAGUE, Executive Director A. B. C.
Launching a Campaign.
Market Analyses.
Handling of Foreign Language Copy.
Foreign Language Printing and Translation.
Statistical Tables of Foreign Language Groups—by Zones, States, Cities, Occupations, Languages, etc.
Directory of Publications, with rates, etc.
Supplementary Newspaper Lists:
a. Language Lists.
b. Territorial Lists.
c. A. B. C. Papers.

**AMERICAN ASSOCIATION OF FOREIGN
LANGUAGE NEWSPAPERS, Inc.**

Nathan H. Seidman, *President*

30 East 23rd St.

New York

Offices in Chicago, St. Louis, Kansas City, Los Angeles

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How Associations Are Eliminating Economic Waste

Co-operative Activities Which Are Saving Industry Millions of Dollars and Benefiting the Public in Innumerable Ways

Special Washington Correspondence

WHILE it is impossible to estimate with any degree of accuracy the saving to industry accomplished by trade associations, during their fifty years of development in this country, we know that they have been instrumental in saving various industries many millions of dollars, and that their economies have been reflected in innumerable benefits to the public. Investigation shows that the majority of trade associations were never so active in research accumulating statistics, establishing quality standards, in simplifying manufactured lines, studying improved accounting methods, standardizing cost-finding methods, formulating ethical codes, and in many other efforts to improve conditions.

The motive of these activities is a desire to eliminate economic waste and establish methods and practices on better principles, and every accomplishment in this direction affects selling processes and influences competition.

It would be a difficult task to gather material for a comprehensive outline of the trade association activities mentioned; but fortunately the Chamber of Commerce of the United States, in Washington, is an unlimited source of facts and information on the subject. More than one-third of the membership of this organization is comprised of trade associations, and the Chamber always has been active in assisting them.

Fortunately, too, E. W. McCullough, Manager of the Fabricated Production Department of the Chamber, and a member of Secretary Hoover's Committee on Simplification and Standardization, was a manufacturer for a part of his life and, for ten years, was manager of the National Implement and Vehicle Association,

which includes the manufacturers of over 90 per cent of the country's output of farm operating equipment. The other day, in his office, he first called attention to the correct definition of a trade association and stated that what he had to say would refer to the kind of organization he defined.

HOW TO KEEP THE MEANING OF "TRADE ASSOCIATION" CLEAR

"Unfortunately," he said, "we have found that sometimes organizations are called trade associations when their purpose in assuming the name is to shield their price-fixing regulations. They are not legitimate, and we give them no consideration. The Chamber does not consider any trade association genuine which does not conform to this definition:

"The title of Trade Association should be kept for use by those organizations which are sufficiently representative of an important branch of industry or commerce to speak for it with authority, and which undertake to consider all questions of general application to the industry.

"This is our basis of consideration, and the organizations which comprise the trade association membership of the Chamber conform largely to this definition. We are constantly studying their activities, needs and welfare, and their relations with the Government are our chief concern.

"Recently, the Chamber placed before the business men of the country, through its Referendum No. 41, a special inquiry relating to trade associations, which took the form of eight questions. Returns showed overwhelming approval of such trade associations as conform to our definition, and their general activities."

Mr. McCullough then related how, in 1919, when the Fabri-

cated Production Department was formed, he and his associates, in addition to the regular work of the department, endeavored to set up specific objects in the way of service to trade associations.

The first important need seemed to be adequate methods of cost accounting.

"From the establishment of our department," Mr. McCullough continued, "our work in this direction has been persistent and of a promotional character. We have endeavored to establish uniform cost methods in various industrial lines, on the theory of promoting intelligent competition through education, and, today, more than 110 commodity lines have adopted uniform systems.

**COST ACCOUNTING STUDY IS WITHIN
ASSOCIATION SCOPE**

"The study of cost accounting and the establishment of systems have proved to be legitimate activities of trade associations, and collective cost studies by such or-

ganizations are favored by governmental authorities when pursued for the correcting and development of accounting systems. However, when the systems are evolved, every member of an association must independently determine his own costs and fix his own prices.

"Naturally, accurately determined costs enable a company to improve selling methods, to estimate the value of advertising, and to arrange production to supply economically the demands of merchandising effort. Accurate costs are stimulating to every process of business, and their good results are invariably evident soon after a method has been perfected and adopted.

"Many of the trade association members of the Chamber have exhaustively studied this subject, and have created, through the co-operation of their members, systems of accounting that are accurate and dependable. Others are manifesting interest, and a num-

THE UNDERWEAR & HOSIERY REVIEW

SWEATER NEWS & KNITTED OUTERWEAR

THE JOURNALS OF THE KNIT GOODS TRADE

REACHING DEALERS, JOBBERS, MANUFACTURERS

PUBLISHED MONTHLY BY

THE KNIT GOODS PUBLISHING CORPORATION

321 BROADWAY, NEW YORK

"THE distinguishing characteristic of your organization," said one of our clients, "Is the *sincerity* with which you enter into things."

We believe that in Advertising—as in every other field of endeavor—*sincere effort* is the very basis of success.



McCutcheon-Gerson
Service

ADVERTISING

64 West Randolph Street, Chicago
21 Park Row, New York

THE NEWS LEAGUE

HAVING BEEN REPRESENTED IN THE NATIONAL
FIELD BY

I. A. KLEIN

ANNOUNCES THAT MR. KLEIN NOW ALSO
REPRESENTS

THE CANTON, OHIO NEWS

AND

**THE MIAMI FLA.
NEWS—METROPOLIS**

THESE TWO NEWSPAPERS HAVE BEEN
RECENTLY ACQUIRED BY THE NEWS LEAGUE

NEW YORK

50 EAST 42ND STREET

CHICAGO

76 WEST MONROE STREET

THE NEWS LEAGUE

CANTON NEWS

DAYTON NEWS

MIAMI NEWS-METROPOLIS

SPRINGFIELD NEWS

DAYTON, OHIO

JUNE 1ST, 1923

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ber are now at work on investigations. Typical of these, the National Association of Milk Dealers is now developing a uniform method of cost reckoning under the recommendation of this department, and the National Association of Ice Cream Manufacturers is following along similar lines. The bearings manufacturers, producers of roller and ball bearings, are also building a uniform cost system within the industry, and there are many more."

It is generally supposed, among industries which have no uniform methods of determining costs, that it is a difficult thing for an association to prove the necessity of uniform methods and to induce the members to adopt them. This was mentioned to Mr. McCullough, and he said that occasional failure was usually the result when the interest of the industry was not sufficiently aroused. He declared that the system should be developed by the industry, after the majority of members of an association are convinced of the necessity, and that the work should be done by a committee of interested members with the aid of experienced cost accountants.

"Before this work was generally taken up by associations," he explained, "usually only a small minority of an industry were sold on uniform cost reckoning before the system was devised. One or more manufacturers would employ an accountant to make an investigation and build the system; then an attempt was made to induce others in the industry to adopt it. But few of the others realized that their cost methods were defective, or they disagreed with the method promoted, or they hesitated for competitive reasons. In other words, they were not sold on the proposition.

"The association is in a position to prove to all members the advisability or necessity of adopting uniform methods, and to arouse interest generally. And when the proper interest is manifest, we recommend the appointment of a committee of not more than eight or ten manufacturers who are op-



BIG MEN

OF THE NATION ALL AGREE THAT MOVING PICTURES FORM THE ONE BIG POWERFUL MEDIUM FOR EDUCATION AND THE MOULDING OF THOUGHT AND PUBLIC OPINION.

ARE YOU BIG ENOUGH TO SEE THE POSSIBILITIES OF THIS POWERFUL MEDIUM IN YOUR OWN BUSINESS?

BOSWORTH, DEFRENES & FELTON

PRODUCERS AND DISTRIBUTORS
WILKES-BARRE, PA.

The
Billboard
AMERICA'S FOREMOST **Weekly** THEATRICAL DIGEST

DO YOU WANT

An Orchestra?

A Jazz Band?

A Quintette?

A Quartette?

Advertise for it in **The Billboard**.

There may be one available right in your vicinity. If so, **The Billboard** will find it for you.

Member A. B. C.

NEW YORK

1493 BWAY. BRYANT 8470

CHICAGO/CINCINNATI

35 SO. DEARBORN | 25 OPERA PL.

erating cost systems of some kind. This committee must collaborate with an experienced accountant, and, after a study of all their methods, build up step by step a system that will supply every cost need of the industry.

"When the work is completed, it is already sold to this committee of eight or ten prominent members of the association. All other members have been frequently advised of progress; the system has the endorsement of the committee who have adopted it in their factories, and it is readily accepted and installed by practically all of the other members. If such a system is not installed by the majority it is of little or no help to the line in general."

Undoubtedly, among the best-known activities of trade associations is co-operative advertising, and several hundred campaigns have been described by PRINTERS' INK. Another effort which has produced effective results is the work of simplification and stand-

ardization in numerous industries; but Mr. McCullough spoke briefly on this phase of association work because it has had such frequent discussion.

"The general attempt to eliminate waste through simplification," he said, "received its impetus during the war, when the Chamber assisted the War Industries Board by organizing War Service Committees in many lines of manufacture and in practically all industries. At the close of the war, the activities of these committees ceased, and our department again revived the work and was shortly joined by the Department of Commerce, following Secretary Hoover's Waste Inquiry.

"About 250 trade associations have become interested in this movement, and have co-operated with the Chamber of Commerce and the Department of Commerce in attempting to discard useless varieties. More than 350 lines have been analyzed, waste determined, and steps taken to elimi-

One Inquiry Paid For Year's Advertising

Four years ago Canada Foundries & Forgings in a letter to **HARDWARE AND METAL** stated: "We are pleased to inform you that we have received one order through an advertisement in a recent number which has paid us sufficiently to carry our full page ad for one year. As a medium for reaching the hardware trade your paper certainly performs all the functions you claim for it."

Time has but confirmed this company in its good opinion of **HARDWARE AND METAL**, and each week for the past five years this paper has carried a full-page advertisement for Canada Foundries & Forgings.

If interested in the Canadian hardware trade, send for booklet entitled "What the Canadian Hardware Trade Has to Say Regarding **HARDWARE AND METAL**."

Hardware Metal

MEMBER A.B.C.

MEMBER A.B.P.

Canada's National Hardware Weekly Since 1888

143-153 University Ave., Toronto, Canada

This is
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EAST
IS West 43rd

770,000 Men

and their families

READ COLUMBIA

This is a partial list of national advertisers and large mail order advertisers using COLUMBIA:

*B. V. D. Company
American Tel. and Tel. Co.

*Valet AutoStrop Razor
Brunswick-Balke-Collender
Coward Shoes

*Health Builder
George M. Forman & Co.

*Jason Weiler & Sons
S. C. Johnson & Son

*Corrective Eating Society
Dictograph Products Co.

*Thompson-Barlow Co.

Loftis Bros. Jewelry

*P. Lorillard Co. Cigarettes
Monson Worsted Company

*American Safety Razor
Pepsodent Company

The Crane Company

*Wrigley's Gum

Douglas Shoes

*Mi-Hogar Cigars

Thos. Cook & Son

U. S. Shipping Board

*Little Leather Library

R. G. Sullivan's Cigars

The Comer Mfg. Co.

*Nelson Doubleday, Inc.

The Aladdin Company

Glastenbury Underwear
A. G. Spalding & Bros.

*Full Pages.

These advertisers (shrewd buyers of advertising space) use COLUMBIA because their sales message has a direct appeal to men and COLUMBIA has a 100% men's circulation.

COLUMBIA

A National Monthly Magazine published by Knights of Columbus for 770,000 Knights and their Families

DAVID J. GILLESPIE
Advertising Director

EASTERN OFFICE
25 West 43rd Street, New York

A. T. SEARS, Western Representative
Peoples Gas Bldg., Chicago, Ill.

Edward Lyman Bill Inc.

*removes its headquarters
to*
383 Madison Ave., N.Y.



FOR the sixth time in our forty-four years of publishing business papers, we have been compelled to secure larger space.

We now have quarters twice the size of the premises recently occupied at 373 Fourth Avenue and, we confidently believe, our new home is one of the best equipped and best located offices in our line of business. We would welcome, however, a visit from our good friends in the advertising and publishing profession that they might have an opportunity to judge for themselves.

Meanwhile, please correct your records to correspond with our 383 Madison Avenue address and with the new phone number of Vanderbilt 2642.

**TRADE JOURNALS · TRADE DIRECTORIES
TECHNICAL BOOKS**

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nate waste by trade associations, firms and individual producers, and there have been a number of conspicuous successes. Many of these have been reported in the **PRINTERS' INK** Publications.

"One of the needs associations are supplying is probably the greatest need of industry today—dependable statistics. Our trade barometer cannot be read with any degree of accuracy without, as a basis, figures which represent facts. Estimates will no longer serve. By a record of facts, covering a period of years, production is stimulated and overproduction legitimately guarded against.

"The Secretary of Commerce is constantly urging all of the members of our various industries to record the essential facts of their businesses, and he is wisely turning to trade associations for assistance because of their familiarity with the technical aspects of their lines. For some time trade associations have been endeavoring to keep careful records of statistical facts concerning stocks on

hand, production, shipments, capacity of industries, wages and employment, distribution, advertising results, and the like.

COMMERCE DEPENDS UPON STATISTICS

"The direction of the commerce of the country is becoming more and more dependent on statistics, and in giving the Secretary of Commerce their co-operation the trade associations assist in safeguarding the economic welfare of the entire country. Statistics are also vital to the individual business in the reading of its business cycle. There is nothing more helpful in budgeting for the future than the facts and figures developed in the past. In paper, steel, lumber, cement, automobiles and many other lines, trade associations are furnishing both their members and the Government with valuable statistical records; but there are also many lines that are lagging in this respect.

Trade ethics, and the efforts of associations to establish them in industries, are particularly inter-

OFFICE SUPPLIES

PAPER CLIPS
26¢
1000

PENS
78¢
Gross

PENCILS
33¢
Doz.

MUCILAGE
60¢
Qt.

A New Catalog

OFFICE SUPPLIES: This catalog illustrates hundreds of standard office supplies of A1 quality. Prices are surprisingly low. Take advantage of the savings.

ADVERTISING NOVELTIES: Your clients can develop good-will and increase their sales by using GRAMMES Advertising Novelties. Are you familiar with our line?

NAME-PLATES: All worth-while products, such as Machinery, Electrical Appliances, Household Utensils, etc., should bear its maker's name-plate. Our attractive and inexpensive plates will advertise a manufacturer as long as his product lives.

Have you received your copy of this catalog?
If not, request it on your business stationery.

GRAMMES

ESTABLISHED 1878



RUBBER BANDS
125¢
lb.

INK
58¢
Doz.

ERASERS
30¢
Doz.

PINS
78¢
lb.

TYPEWRITER RIBBON
47¢
EACH

L. F. GRAMMES & SONS, INC.

303 UNION ST. - ALLENTOWN, PA., U. S. A.

© DAY & ZIMMERMANN, INC., MANAGEMENT

esting to advertising men because the campaign of "Truth in Advertising" undoubtedly has had a stimulating effect in proving the great value of honest principles in every business relation. In fact, as Mr. McCullough explained, several important trade associations now occupy a position in their industries similar to that of the Vigilance Committee in the field of advertising, and they promptly detect and take means to correct every infraction of their established codes of ethics.

"For more than a year," Mr. McCullough continued, "there has been a revival of interest among trade associations in general in setting up codes for the governing of all trade practices. These codes are being drawn in order to establish only those practices which have been approved by the industry. They serve as a guide to the newcomer and as a warning to the old-timer who sometimes forgets.

"While it is difficult to determine the origin of the movement,

there is widespread opinion, undoubtedly justified, that the reforms undertaken and accomplished in advertising have had no small influence in encouraging associations to secure for their members the many valuable benefits of ethical principles. No doubt, the position assumed by the credit men of the country, through their association, also helped materially to emphasize the value of such codes. The establishment of ethical codes has already produced invaluable results and promises to be the most important work that trade associations have undertaken."

Another activity of associations which has great economic value and which is of vital importance to merchandising is the establishing of quantity and quality standards. Such standards are essential for the free interchange of commodities in commerce beyond the stage of first-hand transactions, in which personal observations and opinion govern. There is no doubt but that the domestic business has

Experienced Agency Man wanted in Pittsburgh

If you have had all-round Agency experience and would like to make your future home in Pittsburgh, pleasantly connected with a prosperous agency which offers a good salary and excellent opportunity for advancement, address "J. P.," Box 272, care of Printers' Ink, giving details.

Arrangements for an interview will be made and communications will be held in confidence.

PICTORIAL REVIEW

CIRCULATION

Although it is difficult to state at this moment the exact net paid average circulation for the first six months of 1923 (as the June issue is still on sale) the figures will doubtless show an average of at least 2,250,000 net paid per month, which is no doubt from 150,000 to 250,000 more than that of any other woman's magazine.

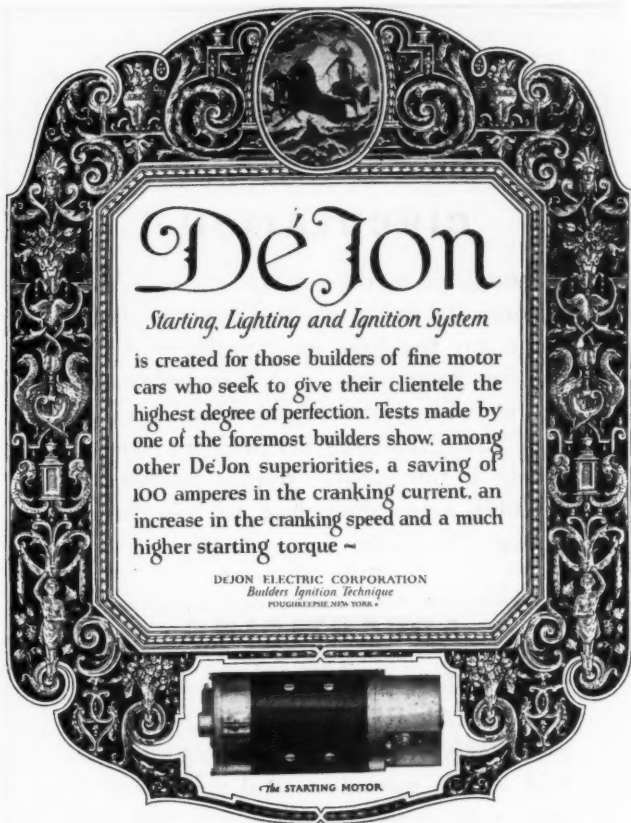
ADVERTISING

For the first six months of this year PICTORIAL REVIEW made the largest gain in advertising of any magazine in its field, and is second in total volume by a very substantial margin. For the fall issues the booking is very heavy.

PICTORIAL REVIEW



Advertising Director

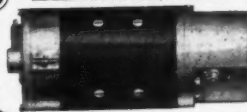


De'Jon

Starting, Lighting and Ignition System

is created for those builders of fine motor cars who seek to give their clientele the highest degree of perfection. Tests made by one of the foremost builders show, among other De'Jon superiorities, a saving of 100 amperes in the cranking current, an increase in the cranking speed and a much higher starting torque ~

DEJON ELECTRIC CORPORATION
Builders Ignition Technique
POUGHKEEPSIE, N.Y.



"The STARTING MOTOR."

Produced for
UNITED STATES ADVERTISING CORPORATION
WARD M. CANADAY, President
By

PALENSKE - YOUNG Inc.

ADVERTISING ILLUSTRATIONS.

215 NORTH MICHIGAN AVENUE

Chicago



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been complicated and the export trade of innumerable lines greatly retarded because of a lack of universally understood quality and quantity standards.

In explaining these facts, Mr. McCullough said that practically all of the leading manufacturers of the country are realizing the value of such standards, and that the trade associations are finding their services in this regard very much in demand.

BOTH BUYER AND SELLER ARE PROTECTED

"Such standards are doubly valuable," he declared, "for they protect both the buyer and the seller. The Government took one of the early steps in establishing standard grades for the purchase and sale of grain, and the buyer, whether he is at home or abroad, is assured of securing just the grade he contracts for. The Government is now establishing quality and size standards for all of the materials and supplies it purchases, and this will undoubtedly give the movement added impetus.

"A familiar effort in this direction, dating back several hundred years, obtains in the productions of the gold and silversmiths. Today, the National Jewelers' Board of Trade is continually at work protecting the industry and the public against imposition as to quality and fineness in jewelry and commodities made of precious metals. This work is greatly facilitated, and is much more effective than it would be otherwise, because of the established quality standards of the industry.

"In the commoner lines, cement is now outstanding. Based on tests made by the American Society for Testing Materials, the U. S. Bureau of Standards, the American Engineering Standards Committee and similar reliable organizations, standards of quality and specifications have been written and are rigidly adhered to throughout the cement industry. The great economic value of this in the saving of waste, and in every process of manufacture and merchandising, is obvious.

"In relation to our foreign trade, it is even more important than it is in domestic business. In the Latin-American countries many commodities are sold in bulk by producers who may have no knowledge of grading and classifying, and there is need of many standards to aid us in establishing good-will and dependable merchandising methods with our foreign customers, as well as producers.

"The advertising men of the country should be particularly concerned with this subject of quality standards. Standards are being worked out and established in various lines, and the advertisers of the country will not only benefit themselves, but they can serve our entire commerce by using them and making them familiar to the public mind."

Death of William H. Andrews

William H. Andrews, chairman of the board of directors of Pratt & Lambert, Inc., Buffalo, N. Y., manufacturer of varnish, died at his summer home at Watch Hill, R. I., on June 19. Mr. Andrews had been associated with Pratt & Lambert, Inc., since 1889. He became president of the company in 1907 and in 1917 was made chairman of the board.

Mr. Andrews was at one time president of the National Varnish Manufacturers' Association and the National Paint, Oil and Varnish Manufacturers' Association. He was sixty-three years of age.

New Owners for Reliance Reproduction Company

The Reliance Reproduction Company, Inc., photo-engraving, New York, has been purchased by John F. Majeski, Walter Wally and Kenneth E. Cooley. Mr. Majeski is assistant treasurer of The Musical America Company, New York, publisher of *Musical America*.

Greeting Card Association to Meet

The fifth annual convention of The Greeting Card Association will be held at New York on October 18 and 19. Charles S. Clark is chairman of the convention committee.

G. F. Ballou Made Officer of Joel Feder Studios

George F. Ballou, formerly president of the Osgood Studios, has been elected vice-president of the Joel Feder Studios, Inc., New York.

A Wholesaler Discusses Distribution Progress with Retailers

Neither Wholesaler Nor Retailer Should Attempt to Stem the Tide of Changes in Distributive Methods of the Food Business That American Thought and Ingenuity Demand

By J. H. McLaurin

President, American Wholesale Grocers Association

THE history of food distribution in the United States covering the period of the past ten years, is an interesting one, replete with changes and what we are pleased at times to call innovations. Especially is this true of the retail grocery business.

If I were, to direct only one criticism at this time to the wholesale or jobbing business it would be to say that unfortunately those in

From an address made on June 25 before the annual convention of the National Association of Retail Grocers at St. Paul, Minn.

that business have not been keenly alive to many of these changed methods. However, I am justified in saying that the last two years have evidenced a very considerable change of attitude of the wholesale grocer with respect not merely to the importance but the necessity of giving careful consideration and study to conditions as they exist in the food life of America. One of the great weaknesses that you and I, as retailer and wholesaler, experience in the conduct of our business is that fallacious idea that because of the fact that the food business has been operated under certain conditions and upon certain lines for the past fifty years improvement is impossible.

So many of us get off in a corner and pout and worry and stew about many of the new methods of food distribution with which we have to contend, asking and indeed urging that the various Federal Departments should be appealed to, to protect the wholesale grocer and retail grocer from

ADVERTISING MANAGER

AVAILABLE JULY FIRST

A COLLEGE man who has grown up in the publishing business and who for the last five years has been advertising manager of not the largest but the most distinctive industrial concern in its line. A natural leader. A creative thinker with a sound analytical mind. Experienced in national and local advertising campaigns and the preparation of sales literature. Especially successful in selling advertising plans to the sales organization and in giving the advertising expenditures all the benefit of the sales organization's experience. A man who can add strength to almost any organization. And a man who wants the opportunity eventually to take over big responsibilities.

Address "M. W.," Box 276, care Printers' Ink

Albany D
Ashland T
Athens M
Bellefonte
Bellevue C
Berwick G
Beverly T
Cambridge
Chillicothe
Cincinnati
Delaware C
East Liverpool
East Palestine
Fayette M
Fenton D
Freemont D
Greenville S
Hamilton J
Jennings I
Kewanee N
Lancaster D
Loran T
Manfield N

OHIO'S HOME BUYING POWER

THREE-FIFTHS of Ohio's people live in small Cities, Villages and Farms and buy through Ohio's SMALL CITY DAILIES. The Newspapers listed below are organized for prompt and efficient service to NATIONAL ADVERTISERS who desire the utmost in Home Influence and Dealer-SELLING. Ask our Representative today to help you secure Ohio's Real HOME-BUYING Power!

Here's the Cream!

OHIO SELECT LIST

Circulation

Albion Daily Review and Leader	9,222
Ashland Times-Gazette	4,843
Athens Sun-Signal	6,713
Athens Messenger	9,283
Bellefontaine Daily Examiner	4,518
Bellefonte Gazette	2,676
Bowling Green Daily Sentinel-Tribune	2,699
Bryant Telegraph	4,422
Cambridge Daily Jeffersonian	7,374
Chillicothe Scots Gazette	3,389
Cincinnati Tribune	5,916
Delaware Gazette	2,099
East Liverpool Review and Tribune	12,623
East Palestine Leader Press	1,640
Findlay Morning Republican	7,363
Fostoria Daily Times	3,619
Fremont Daily News	3,796
Greenville Daily Advertiser	3,600
Hamilton Journal	8,301
Ironton Ironmaster	3,179
Kenton News-Republican	2,908
Lancaster Daily Gazette	4,414
Lorain Times-Herald	6,773
Manfield News	12,385

OHIO SELECT LIST

Circulation

Maumee Times	6,666
Marion Star	10,755
Martins Ferry Daily Times	7,561
Marysville Tribune	1,617
Middletown News-Signal	1,570
Mount Vernon Republican News	3,813
New Philadelphia Daily Times	5,868
Newark Advertiser	7,640
Neville Bulletin-Herald	1,810
Piquette Daily Call	6,674
Piquette Daily News	2,512
Piquette Sun-Times-Sun Times	11,513
Salon News	3,193
Sandusky Register	7,539
Sandusky Herald-Star	10,565
Troy Daily News	2,537
Urbicville Evening Chronicle	2,780
Upper Sandusky Evening Union	2,658
Urbana Democrat-Gazette	3,336
Van Wert Times	1,970
Warren Chronicle	6,448
Wesley Record	3,935
Xenia Republican-Gazette	3,331
Zanesville Times-Recorder-Signal	30,490

The OHIO SELECT LIST is represented by informed and willing advertising advisors in the Eastern and Western offices of

ROBERT E. WARD, INC.

NEW YORK

501 Fifth Ave.
Telephone: 3715 Murray Hill



CHICAGO

5 South Wabash Ave.
Telephone: 6977 Randolph

Readers' Faith in What They Read!

Lambertville, N. J.

June 14, 1923.

"Confidentially what do you think of the Kissel car as a good investment? I want a good car and am willing to pay the price and have been looking over this line. I will give your reply the strictest confidence."

It's the class of people who get your message, and the faith with which they accept what they read in MOTOR LIFE as true, unbiased and authentic, that spells results per advertising dollar invested.

Searles, Ala.

June 14, 1923.

"With the understanding that it be strictly confidential, give me a little information with reference to the Buick 4 cylinder touring car. I need a much smaller car than my 6 cylinder and want one of the light 4 cylinder cars, with a little preference to Buick, next a Hup, then a Dodge. Do the little Buicks hold up well in service? When did they begin building 4's? Are the engines good pullers? Is the electrical system good?"

For obvious reasons we do not give names of these subscribers. Photostats of these letters, however, will be cheerfully mailed on request.

Beaumont, Tex.

June 15, 1923.

"If you were equipping your own car with shock absorbers, which would you choose out of the following? (1) Gabriel Snubbers; (2) Watson Stabilators; (3) Lovejoy; (4) Manzel; (5) Houdaille. No front end attachments considered. Car to be similar to Cadillac or Lafayette. Your answer will be appreciated."

Here are three of eleven letters received in one day by the Editor of MOTOR LIFE. It's the class of car owners you reach through MOTOR LIFE and their confidence in MOTOR LIFE'S judgment that will spell real, worthwhile results to you per dollar invested. No waste.

Motor Life

1056 W. Van Buren Street, Chicago

25 West 45th St.
NEW YORK

3050 East Grand Blvd.
DETROIT

this, that and the other so-called unfair competition. We have too long accustomed ourselves to the thought that evolution and change are natural and appropriate to every line of activity in the world but ours, whereas, as a matter of fact, there is no activity in which it is more natural and reasonable to look for changes than in the food business because it is a business that is more prominently before the individual than any other.

Once we comprehend that fact, once we reach the point where we cease to delude ourselves with the idea that the legislatures and courts of this country have been created for the purpose of enacting or executing laws to stem the movement of public thought and ingenuity, then we will have come to the place where we can look out and with some degree of intelligence and profit give consideration to what is before us in the work of food distribution in this country.

I have no fear that the wholesale grocer and retail grocer will in the future become the victims of the illegal operations of other interests. I want to be very sure that retail grocers and wholesale grocers are not themselves unwisely led into operations by which they shall, even though unconsciously, violate the law. I am perfectly content to believe that our Government, through its various departments, will jealously guard the laws of this country as they apply to the operation of any and of all those new methods, plans and schemes of food distribution that have been and will continue to be tried out in this country.

There are many merchants, more retailers than wholesalers, probably because of the greater number of retailers, who do not efficiently serve. They have so little knowledge of their business as to sell goods at such prices as will not pay the cost of the goods and the service. Many merchants do not know and do not keep such books as will enable them to know, what it costs to do business. They guess at a

Are You Interested in **SALES SOUTH**

As sales agent, I am seeking a line to obtain distribution and develop sales for in the south-eastern states.

Qualifications: Northern birth, but business experience has been entirely in the South, giving me an intimate knowledge of Southern conditions and requirements and a "home-folks" touch with Southern people.

A thorough familiarity with 9 southeastern states, gained through 12 years of actual specialty selling, sales management and sales promotion correspondence in this territory.

Personal acquaintance in practically every town and city of any size in this section.

Good personality, health and reputation.
Age 32.

A well-equipped and desirably located office.

All inquiries will receive prompt attention.

EARL S. JACKSON

**Forsyth Building
ATLANTA GEORGIA**



HARRIS Advertising Medals, Lapel Buttons, Etc.

are being effectively used in advertising campaigns, contests, etc., by many large concerns.

We have unequalled facilities for producing quickly, in large or small quantities, any style of medal or celluloid button bearing trade mark, slogan or other legend. Also makers of lodge and convention badges, club pins, etc.

Tell us your requirements and we will submit samples and sketches and also quote prices.

BENJAMIN HARRIS CO., Inc.,
On the Bowery, 229,
New York

EXECUTIVE— FOOD PRODUCTS AVAILABLE

Fifteen years experience as
Wholesale Grocer Salesman
Wholesale Grocer Asst. Mgr.
Wholesale Grocer Branch Mgr.
Wholesale Grocer General
Branch Manager
Food Product Specialty,
Sales Manager
Age 33, married.

Capable of taking entire charge of sales, correspondence and formulating policies. Fully acquainted with manufacturing and distribution methods. Compensation, drawing account and bonus.

Address H. B., Box 271, care of
Printers' Ink.

selling price which may be too high or too low, they do not know. They may lose on one service and get too much for the next, thus making one man pay for a service to another.

The failure rate among merchants is high; some say as high as 90 to 95 per cent. Perhaps these figures are above the correct ones, accurate statistics are not available, but there are accurate figures showing the causes of failure.

Let us look at these. Bradstreet and Dun give figures not widely different. Frequently we hear the claim that the competition of this or that system of stores makes it impossible for the independent retail grocer to succeed. According to Bradstreet the failures caused by competition are only 1.9 per cent of all failures; others give the percentage as only 1.4, while both Bradstreet and other computers say that over 29 per cent of failures are caused by lack of capital, and lack of capital, coupled with incompetency, including faults of character, account, for about 80 per cent of all business failures. You need not fear competition if you are competent.

In dealing with all of the questions involved in a consideration of this work of food distribution we must each one eliminate self in the matter and try honestly and sincerely to co-operate for the general good, and ourselves apply to the conduct of our own business methods that are fair and just. We should seek to discriminate between lasting advantages and temporary benefits. Unfortunately, many of you are facing the unfairness of some food manufacturers discriminating against you by compelling you to buy through a wholesaler while selling your competitors direct at lower prices. This, in my opinion, is wrong. I believe in fairness. The manufacturer in determining as he does without the influence of outside agencies, his own selling policy, should not in dealing with the retail trade make fish of one and fowl of another. Such

Making The Design Sell More Goods

Don't buy designs simply because they're "Beautiful."

A "Beautiful" design may excite admiration and cause comment *but not sell* a dollar's worth of your product.

The question to ask yourself is, "Does that design represent my product, its use, etc.?"

We will be pleased to cooperate with you in developing forceful, distinctive, sales-producing ideas for booklets, hangers, counter displays, box tops, wrappers, cartons or labels.

Suppose you send us samples of what you are now using. We will study them and tell you how we can improve them. If we can't, we'll tell you so frankly.

No obligation to you.

KARLE LITHOGRAPHIC CO.

Cartons, Labels, Hangers, Inserts, Booklets,
Folders, Counter Displays, Cut-outs, etc., etc.

Offices and Plant
Rochester, N. Y.

New York: 512 Fifth Avenue
Chicago: 130 N. Wells Street

Boston: 7 Water Street
Philadelphia: Fidelity Mutual Bldg.

Are You Getting Your Share of Business in New England?

There is a lot of business to be had in New England these days. Are you getting your share of it? There will be a lot more business to be had this summer. Will you get your share?

New England is the summer playground of a great proportion of vacationists and tourists. The advertising that is being done by the New England resort organizations will bring more people with more money to spend in New England. Will your merchandise be distributed so that you can capitalize on this additional profitable business?

This summer will establish new records for your New England business, if you will only help it by backing your New England salesmen, wholesalers and dealers by advertising, begun as soon as possible, in these newspapers.

These newspapers are issued in the strategic jobbing centers of New England and will give you a wide coverage at a nominal appropriation.

NEW HAVEN, CT., REGISTER

Daily and Sunday Cir., 35,514 P. O.
Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,829 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

PORTLAND, ME., EXPRESS

Daily Circulation 27,639 P. O.
Member A. B. C.
Population 69,169, with suburbs 75,000

BROCKTON, MASS., ENTERPRISE

Daily Circulation 22,393 P. O.—2c copy
Population 69,000, with suburbs 100,000

MERIDEN, CONN., RECORD

Daily Circulation 7,160 A.B.C.—3c copy
Population 37,739, with suburbs 60,000

BURLINGTON, VT., FREE PRESS

Daily Circulation 11,970 P. O.
Population 22,779, with suburbs 40,000

FITCHBURG, MASS., SENTINEL

Net Paid Circulation 10,815 A. B. C.
Population 41,029, with suburbs 110,000

LYNN, MASS., ITEM

Daily Circulation 16,643 A.B.C.—2c copy
Population 99,198, with suburbs 125,000

NEW BEDFORD, MASS. STANDARD & MERCURY

Daily Circulation 31,489 A.B.C.—2c copy
Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS

Daily Circulation 20,546 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION

Daily Circulation 76,463 P. O.—2c copy
Population 129,563, with suburbs 250,000

WORCESTER, MASS. TELEGRAM GAZETTE

Daily Circulation 78,920 P. O.
Population 179,754, with suburbs 350,000

PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,911 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. POST TELEGRAM

Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CT., TIMES

Daily Circulation 45,229 A.B.C.—3c copy
Population 138,036, with suburbs 373,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

a practice is economically unsound and in its final effects subversive of the public good. Each manufacturer has the right, and properly so, to determine, so long as there is no unfair discrimination, his own selling policy and to enjoy freedom in the selection of his customers.

A clear knowledge of the cost of your merchandise, coupled with an accurate information of the costs to distribute would, I am confident, enable you in many cases to see not very wide differences between the prices at which you are able to sell the commodity and the price at which others are offering their goods. You are not to overlook the fact that there are many millions of people in this country, and always will be, who desire and will demand the very service that you are rendering and which the self-service and chain store decline to render. You will still bear in mind that one of the greatest assets of the retail grocer is the personality of the owner behind the counter.

I do not assume to advise you how to run your businesses, but I may be permitted to tell you something of what I think the public demands of you. People want cleanliness, neatness and attractiveness, and the store which furnishes these will not be overlooked. There is a demand for such equipment as will facilitate the service by giving speed and correctness in weights and measures. Appropriate and artistic fixtures give customers satisfaction. In a word, the service you sell is equally as important as the goods you sell.

C. H. Huff Wins St. Louis Ad Men's Golf Tournament

Charles H. Huff was the winner of the second golf tournament of the St. Louis Advertising Golf Association, which was played on the links of the Westwood Country Club. The play, which was blind bogey, resulted in a four-cornered tie between E. Lansing Ray, of the St. Louis *Globe-Democrat*; Thomas Ryan, of the St. Louis *Star*, and Edward A. Hill. All four had scores of 80. In the draw for the prize, Mr. Huff won. Forty-three members participated in the tournament, which was followed by a dinner.

Nearly every worth-while family in Portland, Maine takes the **Portland Express** and Thousands of Portland Families **TAKE NO OTHER** *Daily Paper!*

Census figures compared with Express City Circulation (net paid) indicate that **MORE** than 15 of every 16 families—counting all non-newspaper reading families as well—take the **EXPRESS**.

Portland's only Evening paper!
Portland's only Three-cent daily!

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago



PIONEERS!

On February 13, 1699, Pere le Moyné d'Iberville, with his brother Bienville, cast anchor off what is now the City of Biloxi. Coming ashore they made friends with the Indians, reconnoitered, and decided that here was the place to start a French colony.

185 years later, the Herald was founded. For 38 years it has been a vital and, we believe, a beneficial factor in the Mississippi Coast's development.

The Herald is known and read the length and breadth of the Mississippi Coast. Every evening it is received as a welcome visitor into 4,000 of the Mississippi Coast's best homes; in which it is the national manufacturer's best salesman.

THE DAILY HERALD

Gulfport Mississippi Biloxi
GEO. W. WILKES' SONS, Publishers

170

PRINTERS' INK

June 28, 1923

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK
CITY. President and Secretary, J. I. ROMER.
Vice-President, R. W. LAWRENCE. Treasurer,
DAVID MARCUS.

Chicago Office: Illinois Merchants Bank
Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building
Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building,
A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building,
M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto,
H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50;
quarter page, \$25; one inch, minimum \$7.70.
Classified 35 cents a line. Minimum order \$2.75.

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ALBERT E. HAASE, News Editor

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C. B. Larrabee Bernard A. Grimes

Chicago: G. A. Nichols

D. M. Hubbard

London: Thomas Russell

NEW YORK, JUNE 28, 1923

Facts for the Gloom Mongers

The statement recently made by the Cleveland Trust Company to the effect that the present lull in some lines is due to the fact that production is exceeding consumption, has evidently attracted considerable attention. There is nothing new in this statement.

When, for some reason, production runs ahead of consumption there is always bound to be a slackening in the particular industry where this takes place.

Though this is true, it must be emphasized here that there is never any such thing as over-production, taking production as a whole. Of course, there can be over-production in specific lines. There is really no limit to what modern machine methods can accomplish if expanded to the limit.

We find this happening at present in the oil business. The slump

going on in this trade is due entirely to over-production. So many new oil fields have been discovered and so much capital has been attracted into the business as a result of the many opportunities that exist in it, that quite inevitably production has climbed away beyond the needs of the industry. This does not mean, however, that the oil business is poor. Consumption is going on normally and in ever increasing volume. The oil business is good, but it cannot remain good with an excess of production overbalancing the law of supply and demand. Where production is correlated to the needs of the business and to the demands of the markets, in accordance with a schedule laid out by the sales department, production and consumption can be balanced.

Secretary Hoover has said that our people are able to consume the products of our own production, provided employment is maintained and a nice balance is kept up between the income levels of the various producing classes.

While there is over-production in oil, as we have already said, there are many lines which are under-produced at present, such as building materials. There is always much exaggeration on this subject of production. We have, for instance, been hearing a lot about the curtailment of production in the cotton business. The Census Bureau figures recently published, however, show that there were 43,000 more bales consumed in May than in April and 125,000 more than in May 1922. Except for March of this year the cotton used during May was the largest amount for any month in our history. This does not indicate any slackening in this industry.

Secretary of Agriculture Wallace states that in the case of our eight principal food crops the average annual exports of these crops for the years 1920 to 1922 inclusive were 142 per cent greater than the average annual exports of these same crops for the years 1905 to 1914. The total volume

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of exports on these crops says Secretary Wallace, measured in bushels, was even greater by 18 per cent from 1920 to 1922 than they were during the boom export period of the war from 1915 to 1919.

These facts seem to prove that this country is always doing a satisfactory volume of business, regardless of the gloom mongers. Those concerns that are the most active get it. Take the billions of money that is being put into the automobile business every year. A lot of folks wonder where this money comes from. Part of it comes from the increased income of the country, but another part of it is obtained at the expense of other industries that have not been sufficiently active—furniture for example. The automobile manufacturers are getting it for no other reason than that they are going after it.

Retailers on the National Advertising Stage

The importance of the retailer as a merchandising factor has always been discussed in PRINTERS' INK.

But many recent articles have quoted several dozen incidents which prove beyond doubt that the retailer is more important today than he was ever before.

One more sign of the times is to be found in the current campaigns of some of our largest advertisers. These manufacturers are devoting a large share of their national publicity to pictorial and copy descriptions of their retail distributors.

For example, the H. J. Heinz Co. is using full pages in colors in leading magazines to advertise "Your friend and ours—the Grocer." This advertisement features a picture of the typical grocer, and the copy was devoted to extolling his virtues and the service he renders.

Several weeks ago the "Chemical Engineer," who occupies such a prominent position in the current campaign on du Pont Paints and Varnishes, informed the public, "I

want you to know what kind of a dealer he is." Mr. Chemical Engineer was speaking, of course, of the dealer in the du Pont line. The advertisement, which illustrated a retail store scene, quoted the Chemical Engineer to the effect that:

"When you see du Pont's Paints and Varnishes on a dealer's shelves, I know that you are in safe hands. The owner of that store is a business man who knows that his publicity depends upon uniform quality of the products he sells."

Another manufacturer who brings his dealers to the centre of the advertising stage and throws the spotlight of national publicity on them is the Coca-Cola Company. One piece of copy, picturing a likable merchant, quotes him liberally. In fact, the dealer does all the talking.

Aside from this indication of the respect with which manufacturers hold the local merchant it should be noted that this type of advertising may be safely calculated to secure the merchant's hearty approbation. There is a good slice of psychology here which other advertisers could play upon with advantage.

Try It on Your Own Plano

Some months ago Garrett K. Brown related in PRINTERS' INK some of the merchandising lessons he had learned as a result of a single day's housekeeping experience. He told of at least a half dozen sales ideas which came from his use of the vacuum cleaner. Weak points of various household articles, which had entirely escaped his attention previously, were dramatically impressed upon him. Mr. Brown, for the first time perhaps, actually saw these products through the woman's eyes and he admitted that keeping house for a day supplied the greatest advertising lesson of his career.

We all have heard of the hotel chef who goes to the cafeteria across the street for his meals. Somewhat the same is true of

many advertising men. They do not *live* with the merchandise they advertise; they make no effort to study it under everyday conditions and from the purchaser's and user's point of view.

An unusually interesting story of what may be gained from literally getting down on one's knees and scrubbing floors, was given to PRINTERS' INK by S. E. Conybeare, advertising manager of the Armstrong Cork Company. Three years ago, when Mr. Conybeare moved into his own home, the floors from the front door to the garret were laid with linoleum.

"Hundreds of people have visited my home," Mr. Conybeare said, "and their comments have revealed those ideas that are still vague in the public's mind. This led to the idea of advertising how linoleum floors are installed, which cleared up most of the misconceptions.

"The colored maid who does our weekly cleaning has given me many copy expressions and ideas from the point of view of the person who actually does the work of caring for the floor. The conversations I heard proved that women will not buy something for their homes, which does not look well. Some years ago our chief argument for the use of linoleum floors in homes was their sanitary features. Now we realize that the sanitary idea is secondary to the appearance idea.

"Our booklets of instruction on the laying and care of linoleum floors are now based on actual experience. Rarely do I begin a talk on linoleum floors without mentioning that I really live on them and know from actual daily experience what I am talking about."

There has been considerable criticism concerning the advertising of various household articles, and much of it is entirely justified. We would see fewer illustrations of women cooking a meal while dressed in ultra-fashionable garments and similar ridiculous fantasies if Mr. Conybeare's plan of "trying it on the dog," were more common.

Mr. Baruch's Suggestion for the Farmer

In the ever interesting and always vital discussion regarding the co-operative marketing of farm products, Bernard Baruch has come to the bat with a very definite and what seems like a practical suggestion. He suggests that the United States Grain Growers, Inc., which is a farmer controlled organization, take over the Armour Grain Company. The United Grain Growers have not been able to accomplish very much because of their lack of marketing machinery. This the Armour Grain Company would supply. Mr. Baruch understands marketing well enough to know that the farmer should own and operate his own selling agency. To test the practicability of this idea Mr. Baruch thinks that it should be put in the hands of the best man in the grain business. George Marcy, president of the Armour Grain Company has a reputation of being the best man.

In a way there is nothing new about the idea. It is only new as applied to the grain end of marketing. The American Federation of Farm Bureaus applied the same principle to the fruit and vegetable business when the Federated Fruit and Vegetable Growers, Inc. was organized last fall. Again the same principle was recognized when Walton Peteet was recently put at the head of the Federation's newly established Department of Co-operative Marketing. Mr. Peteet's job is to correlate all of the various selling activities of the American Federation of Farm Bureaus. This virtually makes him the national sales manager of the farms of the United States.

During the last ten years farmers have made wonderful progress in organizing. Local organizations have been effected and these local organizations have been combined into sectional and State federations. The great task remaining is to perfect these organizations into national homogeneity, and to give all of them consumer contact.

"Sharpen Your Pencil"

When a prospective buyer says to a contractor: "Sharpen your pencil," this phrase is really an invitation to "sharpen your wits."

Speaking for ourselves, we have but one policy in this regard. We try to make honest figures. We do not seek impracticable short cuts or devious round corners. We do not propose to see how sharp we can be in estimating.

We consider it our privilege and duty to *print* as well as we can. And we know that sharpened pencils and good press work do not go together.

Charles Francis Press

Printing Crafts Building Telephone Longacre 2320

461 Eighth Avenue, New York City

Executives in charge of Sales and Advertising Policies read *all* of PRINTERS' INK



The advertising of the Eastman Kodak Company is handled by Frank Seaman, Inc. The PRINTERS' INK Publications give a complete coverage of both advertiser and agency.

June 28,

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Julian

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The following individuals of The Eastman Kodak Company are readers of either PRINTERS' INK or PRINTERS' INK MONTHLY, or both, as indicated: *

NAME	TITLE	WEEKLY	MONTHLY
L. B. Jones	<i>Vice-President in charge of Sales and Advertising Policies</i>	Yes	Yes
L. H. Bartlett	<i>Asst. Adv. Mgr.</i>	"	"
L. W. Gillette	<i>Asst. Adv. Mgr.</i>	"	"
Paul Favour	<i>Mgr. Service Dept.</i>	"	"

* Information furnished by the Eastman Kodak Company.

Frank Seaman, Inc., individuals who are readers of Printers' Ink or Printers' Ink Monthly, or both, as indicated: *

NAME	TITLE	WEEKLY	MONTHLY
Frank Seaman	<i>President</i>	Yes	Yes
Walter R. Hine	<i>Vice-President</i>	"	"
Floyd Y. Keeler	" "	"	"
Julian Seaman	<i>Treasurer</i>	"	No
F. A. Arnold	<i>Secretary</i>	"	"
J. S. Barlow	<i>Account Manager</i>	"	Yes
A. Stewart Breakey	" "	"	"
Norman Craig	" "	"	"
N. J. Donovan	" "	"	"
Frank R. Farnham	" "	"	"
Ralph Foote	" "	"	"
Elaine Hill	" "	"	"
W. E. Johnson	" "	"	"
S. E. Kiser	" "	"	No
A. W. Ramsdell	" "	"	"
R. T. Allen	<i>Purchasing Agent</i>	"	Yes
Roswell Mower	<i>Sales Division</i>	"	"
F. W. Nash	" "	"	"
J. Walsh	<i>Manager Contract Dept.</i>	"	No
W. A. Hart	" <i>Marketing Div.</i>	"	Yes
H. L. Brockway	" <i>Typo. Dept.</i>	"	"
B. Caterson	" <i>Engrav. Dept.</i>	No	"
H. L. V. Parkhurst	<i>Managing Art Director</i>	Yes	"
H. V. H. Proskey	<i>Production Manager</i>	"	"

* Information furnished by Frank Seaman, Inc.

The Little Schoolmaster's Classroom

A NEW method of selling is developing rather rapidly throughout the country. Those engaged in various lines of business are making an effort to get their customers to come to them instead of going to the customer as was the case in the past. The automobile has made this development possible. It is nothing at all nowadays for a person to make a trip of a hundred miles in order to buy some coveted article. A man who wants to buy a collie pup, for instance, or a young airedale, is very likely to go to the kennel to make his selection, even though it be a considerable distance off, instead of having the pup shipped to his home, which was the only way it could be obtained in the past. A great many farmers, also, are selling their products directly at their doors to customers who drive out to their place from nearby towns.

* * *

This development has made it advisable to use maps as an advertising accessory. The Schoolmaster has recently noted several advertisers who publish maps in their literature, which tell prospective customers just how they may drive to the advertiser's place of business. One of these is The Henry Field Seed Company of Shenandoah, Iowa. Mr. Field is already known to readers of PRINTERS' INK as being one of the most interesting copy writers in America. So it may be expected that when Mr. Field does anything in an advertising way he will do it in a worth-while manner. In a recent issue of his monthly catalogue, which is called "Field's Seed Sense," Mr. Field devotes a page largely to a map showing autoists how they can get to Shenandoah. Here is the way that Mr. Field entices the reader to use the map:

"Why don't you drive down to Shenandoah some time? It's a nice drive, and not so far as you might suppose.

"Here's a map showing all the main roads that lead to Shenandoah from 100 miles or more in every direction. If you follow these roads you can't lose your way.

"The numbers given are the Primary Road numbers which are assigned and put up by the State and are easy.

"You could have a lot of fun driving to Shenandoah to buy your seeds or plants or shrubs from us. You could have a nice trip and a good visit and take our stuff right back home with you in the car and no waiting on express or freight.

"If you can't come this spring, save this map, and come later. There will be worlds of flowers in bloom in the summer time. But be sure and come some time.

"And come to our hog sales too. They are a world of fun whether you buy any hogs or not. I'll bet there were 200 out-of-town cars here to our February sales.

"Along in April when it is time to set strawberry plants and your ground is just ready, come over in your car and you can get the plants fresh dug and take them right back home with you."

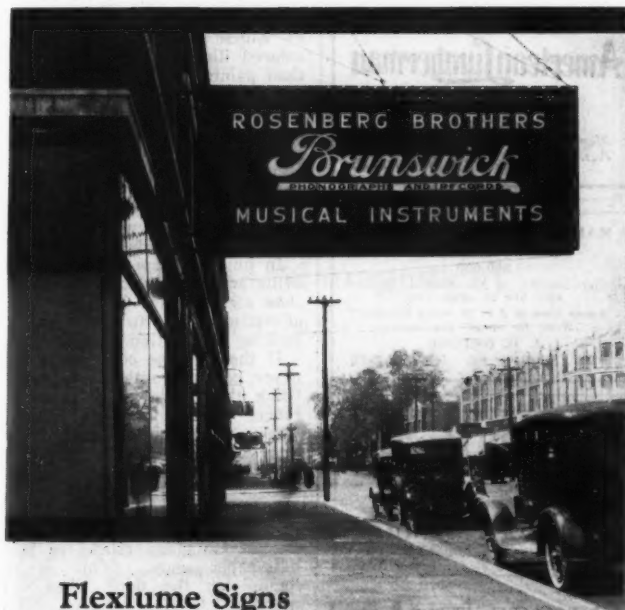
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More and more advertising is coming to reflect the news appearing in the daily press. This is merely recognition of the value of the principle of timeliness.

The most recent example of the promptness with which advertisers seize on topics of national importance has to do with the reconditioning of the *Leviathan*.

At least several dozen well-known manufacturers have devoted their space within recent weeks to some mention of the part they played in making the *Leviathan* the new "Queen of the Seas." Two pieces of copy which, in the Schoolmaster's opinion, are splendid illustrations of tying up to the news element were used by Valentine & Co. and the Cannon Mills, Inc.

The former inserted a full page



Flexlume Signs for Brunswick Dealers

AMONG the largest users of advertising space is the Brunswick Balke Collender Company, Chicago. The Brunswick trademark is known all over the world. This is just one of the large organizations which are using Flexlume Electric Signs to "tie" their national advertising right to the the dealers' doors.

Any trademark can be perfectly reproduced in Flexlume raised, glass characters. Flexlumes are day signs as well as night signs. They reach thousands of people at a cost of a few cents a day, showing them where the product they have read about can be bought. They suggest quality, good taste.

Flexlume Electric Signs have a place in your advertising campaign.

Let us send you a sketch showing your trademark in the form of a Flexlume and quote you the surprisingly low prices we are able to offer quantity buyers.

FLEXLUME CORPORATION

32 Kail Street

BUFFALO, N.Y.



American Lumberman

Published in CHICAGO

Member
A. B. C.
READ wherever
Lumber
is cut or sold.

MAIL ORDER ADVERTISERS

reach more than
500,000thrifty families in the Central West at
only 50c an agate line.

Forms close at 1 P. M. every Monday.

Write for sample copy now.

J. E. GEIGER

318 W. Madison St. Chicago, Ill.

Letter Heads

LITHOGRAPHED—INEXPENSIVE

A FINE ENGRAVING HELPS A
CHEAP PAPER WONDERFULLY

WALLACE P. HUKILL

NEW PHONE NO. BARCLAY 8676
28 WARREN STREET NEW YORK

\$22,000 from a Letter!

\$22,896.30 worth of merchandise sold with a single one-page "form" letter at a total cost of \$138.95. Send 25c for a copy of *Postage Magazine*, and an actual copy of this letter will be sent gratis. If you sell, you need *Postage*, which tells how to write Sales-Producing Letters, Folders, Booklets, House Magazines. Subscription \$2 a year for 12 numbers chock full of usable, cashable ideas.

POSTAGE, 18 E. 18 St., New York

Why don't you

become an Advertising man or an Advertising woman? Satisfying returns for good work! Don't you want the training which will enable you to earn a good salary? Ask for the free prospectus of that training. Address

Instructor in Advertising,

BRYANT & STRATTON COLLEGE,
Buffalo, New York

PenDrawings

To order size
2 inches Square

Two Dollars

Send for folder
Geo. P. Riddick
Columbia Bldg.
Norfolk, Va.

in a national weekly, one-third of which was taken up with a colored illustration of the *Leviathan* painted for Valentine & Co. by Lieutenant-Commander Henry Reuterdaahl, U. S. N. R. The copy explained how, in refitting this floating palace, the Government spent millions of dollars and employed only the best materials. The text then related how Valspar was used wherever clear varnish was needed.

In business papers, the Cannon Mills advertised that "The *Leviathan* uses Cannon Towels." This advertisement also contained a striking illustration of the ship.

If there is one copy angle that never becomes stale, it is advertising that hooks to daily occurrences of country-wide interest. The advertisements quoted are just two of many indicating what can be done in this direction.

* * *

"There are two noises every grocer knows," the National Biscuit Company relates in business-paper copy. "One is the 'bump' on the floor when new merchandise is received. The other is the 'ting' of the cash register bell when that merchandise is sold.

"The shorter the gap between those two noises, the more money you make."

Surely this is a novel method of explaining the principle of turnover.

* * *

A member of the Class who lives in Flushing, L. I., sends the Schoolmaster a postcard on which is this message under the head of "Local Rapid Transit Connection":

The new Queens County trolley service will take you without transfer direct to the Junction Avenue Station of the I. R. T. and B. R. T. rapid transit systems.

This possibly offers you the quickest and most convenient trip to your city destination. Why not try it? In returning our cars leave the Junction Avenue Station every four minutes during rush hours; every five minutes at other times.

NEW YORK AND QUEENS COUNTY RAILWAY,
LINCOLN C. ANDREWS,
Receiver.

The Schoolmaster feels that a

On sale
year) to

Simplification

a Philosophy of Business Management

By A. W. SHAW

"The essence of simplification as a policy of business management lies in the attempt to conduct all activities and to perform all functions of an enterprise in the least elaborate manner consistent with any given purpose. That thing now termed simplification is in effect a composite. It is a philosophy which has grown out of the experience of business men and the observations of economists who have taken cognizance of certain laws of manufacture and of markets. These observations they have set up in the form of certain principles, and these principles, codified and crystallized into a philosophy of business conduct, now claim the attention of conventions and meetings, trade journals and business papers, general magazines, private conferences, and even of a department of the Federal Government."

in the July issue of the

**HARVARD
BUSINESS REVIEW**

On sale at selected newsstands or send subscriptions (\$5 a year) to the publication offices, 660 Cass St., Chicago.

A WOMAN

over thirty, of education and executive ability, with a knowledge of layouts, department store advertising, advertising letters, catalogs, etc., obtained from study, but with little practical experience, desires a position in Washington, D. C., where she can prove herself of value. Can spell, write, punctuate correctly, and operate a typewriter. Willing to take any position in that field, offering advancement. At present employed. Address "L. S.," Box 274, care of Printers' Ink.

A well-known and firmly-established Art Studio has a splendid opportunity for a man who can sell art work.

This man must be capable of earning not less than \$5,000 a year, although remuneration will be limited only by his ability. Salary or drawing account and commission.

All correspondence will be held in strictest confidence.

Address "H. N.," Box 270, care of Printers' Ink.

great many public utility companies could profit by direct advertising of this kind. A public utility is apt to get into a rut when it comes to thinking of advertising and feel that after all everybody knows about its service and therefore there is no use in trying to tell about it.

The New York and Queens County Railway was in the position of a merchant who has added a new department or just received a new stock of goods. The best way to let its prospects know of the new service was to advertise it. It wouldn't be a bad idea for other public utilities to run over their businesses, looking for such definite advertising ideas.

This reminds the Schoolmaster of an electric railway that used to make its tortuous ways over a half-dozen hills in northwestern Pennsylvania. On top of one of the hills the railway maintained an amusement park and during the summer it used to make it a custom to advertise excursions to this park. The result was that every Sunday and holiday found the company running cars on a ten- or fifteen-minute schedule, where the normal schedule was hourly.

* * *

The management of the railway was distinguishable rather for its optimism than its business sense,

A REAL Canadian drug paper written by our own editorial staff to meet the particular problems of the druggist in Canada. This is why good druggists everywhere willingly pay a \$4 subscription price. *A paid circulation paper, A.B.C. audited.*

Druggists' Weekly A.B.C.

143-153 University Ave., Toronto, Can.

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Art Director Wanted

One of the largest and best-known general agencies in New York is in a position to consider applications for the position of Art Director, beginning August first.

Only an exceptionally well qualified and experienced man is desired. He should be a good judge of effective layouts, color schemes and illustrations for high-class national periodical and newspaper campaigns, as well as booklets and direct mail matter.

All replies confidential.

Please give full particulars as to experience in similar positions.

Address "K. R.," Box 273,
care of Printers' Ink.

EVENING HERALD

Los Angeles, Cal.

Gains 20,347 Daily

Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1923.....	166,300 daily
Six Months Ending Sept. 30, 1922.....	145,953 daily
Increase in Daily Average Circulation	20,347

It Covers the Field Completely

Representatives:

H. W. Moloney, 604 Times Bldg., New York
G. Logan Payne Co., 401 Tower Bldg.,
6 No. Michigan Ave., Chicago
A. J. Norris Hill, 710 Hearst Bldg.,
San Francisco, Cal.

Sales Manager

Experienced and efficient Sales Manager now connected with a large manufacturing corporation desires to make a change. Has demonstrated ability to organize and handle a sales force that increased the volume of business at reduced selling cost. Salary, \$7,500, and bonus. Address, "M. T.," Box 275, care of PRINTERS' INK.

Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.
185 Madison Avenue - - New York

and eventually it found its way into the hands of the inevitable receiver. The first thing the receiver did was to cut out all advertising.

A couple of years later the Schoolmaster was talking with the receiver when he decided to bring up the question of advertising.

"Oh, advertising was no good," the receiver said. "It didn't pay. No one ever goes to the park now. We're going to close it down next summer."

When the smoke had finally cleared away the Schoolmaster, aided by a few sheets of figures showing traffic over a period of years, had discovered that as soon as the advertising stopped the passenger receipts for those going to the park had dropped. When the company stopped advertising one of its best features, that feature great many public utility companies became negligible.

There is a little advertising lesson for every receiver and every utility company in the experience of that little northwestern Pennsylvania traction line.

Melville Shoe Corporation Adds a New Trade-Mark

The Melville Shoe Corporation, New York, which operates three chains of men's retail shoe stores: John Ward Men's Shoes, Inc., Rival Shoe Company, Inc., and the Thom McAn Shoe Company, Inc., recently has had registered the trade-marked name of "Strideaway" for one of the line of shoes sold by the latter subsidiary.

Leonard Painter with Ferry-Hanly Agency

Leonard Painter, formerly assistant advertising manager of the Long-Bell Lumber Company, Kansas City, Mo., has joined the staff of The Ferry-Hanly Advertising Company, also of Kansas City.

G. B. Little with The Sacks Company

Gaybert B. Little has joined the staff of The Sacks Company, Inc., advertising agency, New York. He was formerly with the San Francisco office of Lord & Thomas.



PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Bulletins in 137 cities and towns of Northern N.E.

KIMBALL SYSTEM
LOWELL - MASS.

ASK
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HORTIC
OF PRIN

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

ASK FOR 25th ANNIVERSARY Harris-Dibble Company Bulletin of Publishing Properties, 297 Madison Avenue, New York.

PUBLISHER DESIROUS OF A REPRESENTATIVE IN CHICAGO. WILL BE IN NEW YORK FOR LIMITED STAY FOR INTERVIEW. BOX 328, PRINTERS' INK.

FOR SALE—Babcock Optimum printing press, single color, bed size 42x62, complete with motor and starting box. First-class condition. J. B. Singer Co., 396 South Second St., Brooklyn, N. Y.

LOGANS AND JINGLES—Apt, pithy, distinctive slogans, individualizing a product or business. Brief, catchy jingles for advertising originated. Unusual copy. Grey, 31 Madison St., Brooklyn, N. Y.

Litchfield
KNOWS

Complete File Printers' Ink from 1914. Four years bound. What am I offered? R. W. Thompson, 208 Washington Street, Buffalo, N. Y.

Printing Machinery and Supplies

New or Pre-Used

Printers' Complete Outfitters

Conner, Fendler & Co., New York City

TRADE PAPER OPPORTUNITY

Trade paper, largest in its field, great future, will dispose of attractive interest to publisher who can handle finances and business management. Box 345, Printers' Ink, Chicago Office.

PERIODICALS, HOUSE ORGANS, CATALOGS, etc.—First-class work; All service; prices reasonable. Doing printing of this nature but can take on more. City advantages, country prices. 67 miles from New York. Stryker Press, Washington, N. J. Phone 100.

ATTENTION, PUBLISHERS

SPECIAL AGENCY in Philadelphia can handle several reputable newspapers and trade publications. Experienced and capable organization. Bank references. Address John Baughman, Real Estate Trust Bldg., Philadelphia, Pa.

FOR SALE

HORTICULTURAL MONTHLY, TWO YEARS OLD, WELL RECEIVED, 75,000, COVERS EXCLUSIVE FIELD, CIRCULATION POSSIBILITIES GREAT. CAN BE MADE A SPLENDID MONEY MAKER. ADDRESS HORTICULTURE, BOX 320, CARE OF PRINTERS' INK.

Clear your Canadian classified advertising through

THE CANADIAN CLASSIFIED CLEARING CO.
TORONTO, CANADA

Free directory on request.

FOR SALE

Complete set of **ALEXANDER HAMILTON BUSINESS COURSE.** 24 volumes; with pamphlets and lectures. Slightly used; flexible binding; late edition. Box 339, P. I.

HELP WANTED

Advertising Solicitor Wanted

One with successful record. Preferably with experience in Dry Goods and Textile industries. Apply Box 325, care of Printers' Ink.

Chicago Trade Journal Representative Wanted—Preferably young man who can attend to news correspondence, subscriptions and advertising. Salary \$35 per week. Give full information, in confidence. Box 342, care Printers' Ink.

Advertising Salesman

wanted for trade publication on salary. Familiarity with Knit Goods field desirable, but not essential. Give full details. Box 337, Printers' Ink.

Well-known publishing house needs man of broad vision to associate himself actively with reorganization of business, which has outgrown present capital and owner. Established for over ten years and with unusual opportunities for safe expansion in profitable field. Investment required. Box 329, Printers' Ink.

ARTIST—Machinery manufacturer requires man for line and wash drawing and for photo-retouching.

Will also be required to take photos and help out with advertising department routine. Good salary and excellent possibilities. Box 338, Printers' Ink.

PHOTO-ENGRAVING SALESMAN

WE HAVE A POSITION OPEN ON OUR SALES FORCE THE GILL ENGRAVING COMPANY

A Layout - Artist

who has real creative ideas and can carry them out in good, clean layouts has a place awaiting him here. Send full information. Samples will be returned promptly.

THE GRAPHIC ARTS CO.
Hartford, Conn.

A reputable art organization requires a solicitor. One who knows the business and with possible clients. Box 330, Printers' Ink.

The Railroad Supervisor, official organ of an association, seeks the services of high-grade advertising men as special representatives in New York, Philadelphia and Boston. Must be willing to sell direct on a commission basis. Clients, manufacturers of railroad supplies. Prefer representatives now handling other class publications. *The Railroad Supervisor*, 1167 Arcade Bldg., St. Louis, Mo.

Advertising man, experienced with department store advertising. Ability to put constructive salesmanship into copy, acquaintance with mechanical layout of advertising, a good command of English, and a disposition to intelligently co-operate with merchandiser and buyers, are the essentials necessary. Address applications, with samples of previous advertisements, to Box 331, Printers' Ink.

Copywriter Artist—Young man of vision and ideas wanted for publicity promotion department of one of New York's most aggressive newspaper classified advertising sales organizations. A most desirable opening for a man of initiative and ability to get work done promptly. Giving age, experience and past earnings, address letter of application with samples of work to Box 326, Printers' Ink.

SUPER SALESMAN WANTED

A man with poise, personality and ability, to take charge of the promotion department of an old-established house manufacturing women's dresses. He must be able to sell a new merchandising idea to the heads of large department stores. Salary and opportunity for lifelong executive position if he makes good. Call for further details at Stanley E. Gunnison, Inc., 30 Church Street, New York City.

Newspaper Advertising SALESMAN

Special Agency has splendid opening for a live salesman to sell agencies and National advertisers in New York and vicinity on several established dailies. State age, outline experience, present connection, salary wanted on your reply. All applications in confidence. Address Box 354, Printers' Ink.

CLASSIFIED ADVERTISING MANAGER wanted for Daily Newspaper in Oklahoma; one who has had considerable experience. Must be a good executive and know how to get business. Excellent opportunity for high-class man. References required. Write, stating your qualifications and salary wanted. Address Box 321, Printers' Ink.

Opening For An Able Merchant

in one of the country's largest stores as

Department Buyer and Manager

for office and school stationery and the wide kindred line of utility and decorative wares.

Ripe knowledge and experience; full health and energy required.

Write, giving full particulars, confidential.

BLOOMINGDALE-WEILER ADVERTISING AGENCY

1420 Chestnut Street
Philadelphia, Pa.

POSITIONS WANTED

MANUFACTURER or AGENCY can secure services of successful free lance, formerly copy chief big New York agencies, and sales promotion expert. Box 335, care of Printers' Ink.

ADVERTISING SALESMAN

would like to represent progressive Western trade publication in the East; 12 years' experience; commission; references. Box 350, Printers' Ink.

AM ON LAST LAP

of I. C. S. Complete Advertising course. Young man, creative, inventive imagination; convincing writer, wishes practical experience. What have you? Box 332, P.I.

ARTIST

Free-Lance; high-grade commercial work in any medium; original ideas; reasonable charges. Box 346, Printers' Ink.

ADVERTISING MGR. of nationally known Chicago retail store available July 1st. 7 yrs. exp., 3 yrs. dept. store. Age 25, single. Al record. Salary, \$4,000. Address Box 341, Printers' Ink, Chicago Office.

THIS ARTIST WANTS LIVE ORGANIZATION

Do you want a man with personality, executive ability and ideas, versatile, strong visualizer, monotone or color? Knows and works for all mediums of reproduction. Box 349, Printers' Ink.

HELP!

Age 24. Now employed. 6 yrs. adv. dept. experience. 5 mos. as ass't to art director. Experienced feature article writer. Samples of articles, correspondence available. Write H. M., Box 348, Printers' Ink.

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Young man—24; college education—seeks clerical work of any nature for summer months. New York City only. Box 334, P. I.

Experienced Agency Man, whose training in space buying, accounting, research statistics qualify him for advertising manager in manufacturing concern or space buyer in agency, seeks a change within limits of Greater New York. Box 343, Printers' Ink.

Young man, 28, able correspondent, writer, sound business experience, executive ability, desires position assistant sales or advertising manager. Well educated, analytical mind, good address, excellent qualifications; seven years with large manufacturer; knows French. Box 347, P. I.

Young Woman—aggressive, 6 years' experience general newspaper work—seeks executive connection with newspaper in East or South, preferably in foreign advertising. Promotion work or general advertising. Personal interview if desired. Write Box 322, Printers Ink.

Wanted—Position as news, Sunday or makeup editor on metropolitan daily, or managing editor in smaller city. Straight-from-the-shoulder methods. Both conservative and progressive executive experience. Good salary expected on make good or quit basis. Address Box 333, Printers' Ink.

Available, a seasoned, reliable salesman, with 15 years' experience as solicitor, branch office sales manager, advertising manager; familiar general magazine, class, trade and export fields; wide acquaintance agencies and advertisers New York and Eastern territory; best credentials; letters confidential. Box 340, P. I.

Editorial—Young woman, on staff of well-known magazine, wishes to make change now or in fall. Would consider editorship trade journal or house organ on sound footing if sufficiently interesting field, or position with future in publishing house or magazine office. College graduate; excellent experience make-up, caption writing, editing, manuscript reading; also newspaper experience. Box 327, P. I.

IT'S NATURAL—

that a born artist with a persistent ambition to succeed should seek a position worthy of his best efforts; appreciative of his merits; helpful and sustaining in his eagerness to forge ahead. He is versatile, a visualizer and capable in producing drawings. Age 25, Christian, married, and broad minded. At present employed. Salary commensurate with ability. New York preferred. Box 323, P. I.

WANTED—A JOB

with mfr. or publisher, in advertising, publicity or sales. Experience includes: Staff Ed., Webster's New Int. Dict.; ed. of trade journals and house organ (sold advtg., too); sales pro. mgr., motor trucks; adv. mgr., mail-order tires and accessories. Coll. grad.; age 41; married; mem. S. A. E. Fluent writer, keen analyst, good salesman. H. Farrington, 31 E. Van Buren St., Chicago.

WE CONNECT THE WIRES

THAT VACANT POSITION requires, perhaps, an unusual outfit, a range the ordinary advertising man does not possess. Problems of this kind interest us more than chess. Give us the combination and let us go through our wonderful index and files. We are rather confident the right man is listed there. No charge is made to employers.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

ADVERTISING MANAGER

for large National advertiser five years. Assistant Advertising Manager for another National advertiser four years. Direct-mail, catalog and agency experience. Thoughtful, hard-working, investigative. Want permanent connection with a future. Address Box 336, P. I.

Are You Developing the Health Appeal?—An individual who for six years has been managing editor of a semi-technical health publication is available for research and investigation on the advertising of food and health products. Training in the fundamentals of health, psychology, advertising and statistics. Age 34. Box 352, Printers' Ink.

Printing Executive who has come up through the ranks from pressman, compositor, typographical designer, cost expert, estimator, purchasing agent, systematizer, office, production and general manager, with clean record of results in commercial, publishing and private plants and advertising departments. Initiative, vigor, vision. Christian. Box 324, P. I.

Chicago Representation

Experienced advertising man (10 years in last position), well acquainted with Chicago territory, desires to represent a national publication for this territory. Have small office and a car. If you want a dependable and conscientious man we can get together. References. Box 351, Printers' Ink, Chicago Office.

FACTORY AND OFFICE EXECUTIVE, FACTORY AND OFFICE EFFICIENCY ENGINEER, EMPLOYMENT AND PERSONNEL MANAGER, INSTRUCTOR, SELLING AND BUSINESS ADMINISTRATION, MAIL CAMPAIGNS AND SALES MANAGEMENT, GENERAL ADMINISTRATIVE EXECUTIVE.

Who wants a man who at different times in his career successfully filled and who could be depended upon to produce worthy results in any of the above or similar positions?

Advertiser of late was head of own Advertising and Service Company, is 38 years of age, college graduate and considers possible opportunities more than initial salary offered. Address Apartment 24, 575 Riverside Drive, N. Y. C.

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Where is the Old Family Circle



Where it is



Thos. C. Sack & Co.

CHICAGO
Harrison, Loomis
and Congress Sts.

Branches in 49
Principal Cities

NEW YORK
Broadway and 5th Av.
at 25th Street

What Our Customer Said About Us

THE BRUNSWICK-BALKE COLLENDER COMPANY, having been a large user of Chicago Tribune space, was asked by the Gardner-Glen Buck Agency what value had been received. Brunswick was good enough to send us a carbon of the reply. Read it!

Mr. H. Gardner,
Gardner-Glen Buck Co.,
St. Louis, Mo.

March 14, 1923.

Dear Sir:

We have thoroughly convinced ourselves that the use of The Chicago Tribune, for the advertising of Brunswick Phonographs and Records, has accomplished desired results.

In the years 1921 and 1922 we have used large campaigns in this publication, confining ourselves to nothing less than 1600 line copy, most of them being full pages. The Chicago Tribune covers practically what is known as our "Chicago Territory." Our Chicago Territory consists of States of Wisconsin, Michigan, Northern Indiana, Northern Illinois and Eastern Iowa. The population of this territory is 17% of the entire country, while our sales in this district run approximately 30% of our entire volume.

Inasmuch as this territory was the only one in which we carried on an extensive newspaper campaign, and that, entirely through The Chicago Tribune, we have every reason to believe that this medium has helped considerably to produce the very satisfactory results obtained.

We trust, that should you use The Tribune, as we have, that your results will be as gratifying.

Yours very truly,

(Signed) P. L. Deutsch,
The Brunswick-Balke-Collender Co.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Avenue
NEW YORK

Tribune Building
CHICAGO

Haas Building
LOS ANGELES

